This label is your guarantee

MYSORE GOVERNMENT

SANDALWOOD OIL

Distilled at Linden, New Jersey, U. S. A., by

W. J. BUSH & CO.

(INCORPORATED)

from selected Mysore heartwood [Santalum Album *Linné*]

NET WEIGHT 25 POUNDS

GOVERNMENT OF MYSORE

Sole Agents for
the United States
W. J. BUSH & CO., Inc.
New York

•

Sole Agents
for Canada
W. J. BUSH & CO.
(Canada) Ltd.
Montreal, Canada

Genuine Mysore Sandalwood Oil distilled from selected Mysore heartwood is recognized as the standard of quality by leading Perfumers the world over.

The delightful effect imparted by genuine Mysore oil cannot be satisfactorily duplicated by *natural or synthetic material* from any source.

(In original sealed and serially numbered containers only.)

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W. J. BUSH & CO.

INCORPORATED

Essential Oils . . Aromatic Chemicals . . Natural Floral Products

11 EAST 38TH STREET, NEW YORK, N. Y.

Linden, N. J. — National City, Calif.
London — Mitcham — Widnes

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PRODUCED AT OUR BROOKLYN FACTORY

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CLOVE	BALSAM PERU	OPOPONAX
NUTMEG	CELERY	PIMENTO
ORRIS LIQUID, Conc.	GERANIOL	OLIBANUM
STYRAX	CITRONELLOL	SANDALWOOD
CASCARILLA		PATCHOULY

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Here's Your Latest "Formula of the Month"

...Another Guide to New Opportunities in Cosmetics!



The Atlas Formula *this* month is a W/O emollient-type cold cream that is delightfully soft . . . leaves no undesirable greasiness on the skin. And best of all, the Atlas emulsifier, Arlacel C, gives this cream *real stability* because of its unusual water-holding power. The incorporation of Arlex in the aqueous phase decreases greasy feel, while the soluble modified lanolin increases emollience.



Write for your copy of this valuable book on your company stationery.

W/O Cold Cream (Emollient Type)

A	Petrolatum	35.0%
	Mineral Oil 65/75	15.0%
	Paraffin Wax	5.0%
	Ceresin Wax	5.0%
	Lanolin	1.0%
	Arlacel 83	2.0%
	Atlas G-1425 Modified Lanolin	4.0%
B	Water	30.8%
	Arlex (Atlas commercial sorbitol solution)	2.0%
	Magnesium Sulfate	0.2%
	Preservative	q.s.
C	Perfume	q.s.

Preparation: Warm the oil phase (A) and water phase (B) separately to 70°–75° C. Add (B) gradually to (A) while stirring. Add perfume at 55° to 60° C. Homogenize at 55°–60° C. filling directly into jars.

This formula is typical of many you'll find in the Atlas book, Drug and Cosmetic Emulsions . . . formulas that offer you a guide to new opportunities in cosmetics. Here you find data that may help you improve an old favorite or that can lead to new and different products . . . helpful guides to the use of the versatile series of Atlas emulsifiers and other products.

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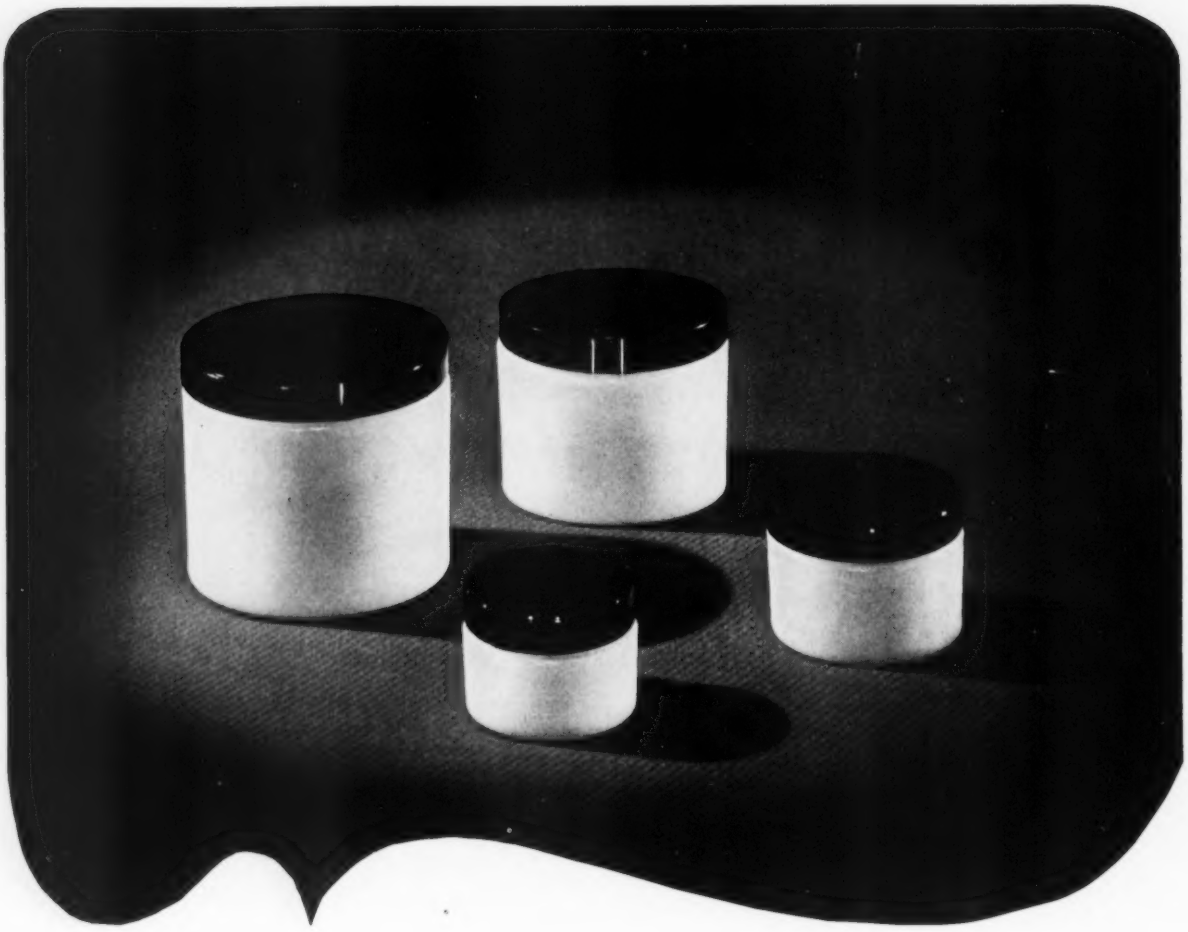
ALDEHYDE C-12 MNA
ANETHOL N.F. VIII
CARVONE
EUGENOL U.S.P. XIII
EUCALYPTOL U.S.P. XIII
LINALOOL PURE
LINALYL ACETATE 90/92% } From Bois de Rose Oil
RHODINOL
(From Oil-Geranium Bourbon)
RHODINYL ACETATE
SAFROL

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APRICOT KERNEL U.S.P.
BERGAMOT NATURAL (Italian)
BERGAMOT SYNTHETIC
CALAMUS
CASCARILLA
CHAMOMILE
CLOVE U.S.P.
COSTUS
GERANIUM BOURBON
GINGER
LIME DISTILLED, WEST INDIES
ORANGE COLD PRESSED U.S.P.
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PEPPERMINT DOUBLE DISTILLED U.S.P.
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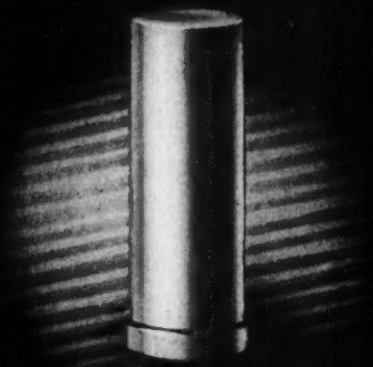
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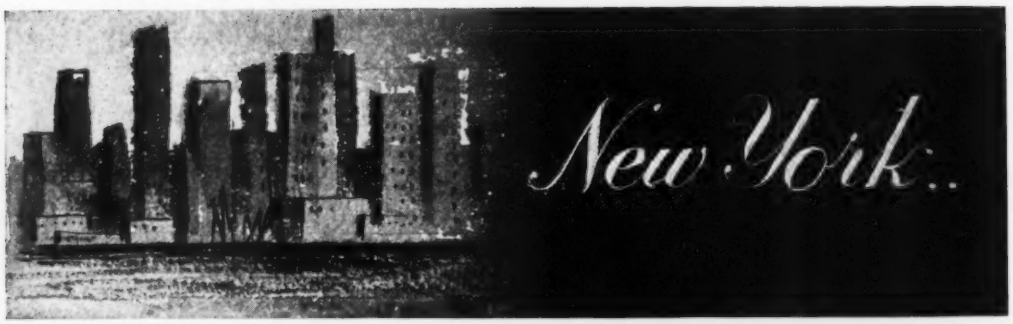
Greco-Buddhistic head in the Gandhara style, about 300 A. D.

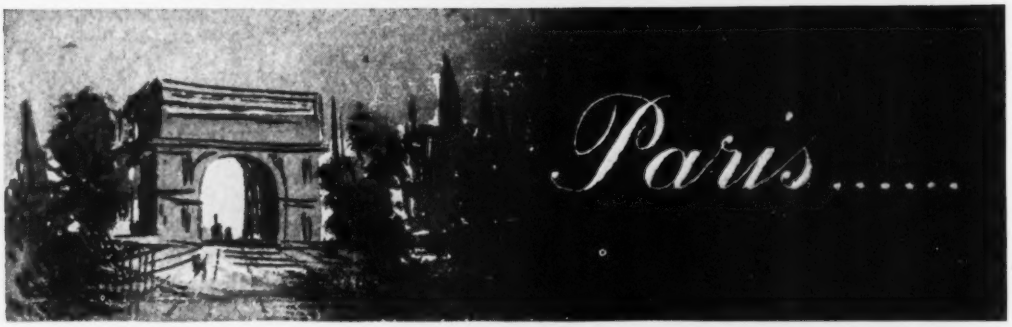
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ISCOOPERATION News

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AMERICAN PERFUMER MAY 1949

ISCO ABSORPTION BASES ANSWER COSMETIC PROBLEMS

FIVE ISCO ABSORPTION BASES

FIVE ISCO ABSORPTION BASES:
Each is designed for water in oil creams: Each is a neutral emulsifier, but every one is adjusted to give cosmetics different characteristics.

ISCO ABSORPTION BASE STANDARD: This base is recommended particularly for lubricating creams of medium price. When holding its full complement of water, the creams made with this base would have a slightly off-white color or what is generally known as a slight lanolin color. It imparts to creams a richness of texture but without greasiness. For night creams requiring large amounts of lanolin, this base is very effective.

ISCO ABSORPTION BASE STANDARD can be used in place of Lanolin, but there are some Cream manufacturers who will add a further 2 to 3% of lanolin in order to impart its color and odor to their cream. The bulk of all lubrication of the cream is supplied by this base. **ISCO ABSORPTION BASE STANDARD** will absorb up to 500% Water. It contains both free and combined cholesterol and isocholesterol esters. It will emulsify quickly and retain other mediums incorporated with it. Its use will effect some savings by eliminating the necessity for hardening waxes.

ISCO ABSORPTION BASE No. 256: Designed for night creams where nourishment of the skin is to be desired.
This particular base is recommended for use in the finest type of lubricating creams. It will be noticed that a cream made from it will spread easily on the skin and be absorbed quickly through the skin so that no film remains on the skin nor is there any indication of "drag" when applying it to the skin. A base of this type possesses what many consider to be the most desirable characteristics of a perfect cream. Even when this base is used by itself in conjunction with water, it will produce a cream having the following properties: silky smoothness, no drag whatsoever, almost white in color.

ISCO ABSORPTION BASE No. 734: This is intended principally for those creams which are to be recommended for dry skin.

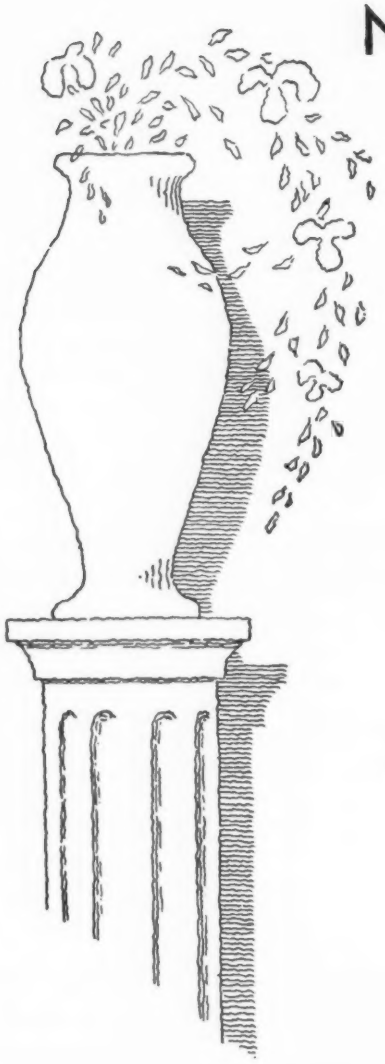
ISCO ABSORPTION BASE No. 734 is similar to many Absorption Bases which are built on the use of cholesterol only, without Lanolin. It will absorb five times its weight of water producing light bodied and white creams.
This base is intended principally for semi-greasy creams which leave no noticeable residue on the skin. Such creams, of course, can be used for lubricating, as well as for an undercoating for face powder. This base will work best with water only, but this does not preclude the addition of many cosmetic materials, when specific effects are desired. A small quantity of this base added to any cold or liquifying cream will enrich that cream with cholesterol. Another important use for this base is to be found in the manufacture of stable pharmaceutical ointments containing a varied list of medicants dissolved in either the water or the oily phase.

ISCO ABSORPTION BASE No. 326 has been found to be invaluable to manufacturers of hand lotion. The production of this type of cosmetic presented difficulties to compounders years ago. However, since the introduction of this base, millions of foolproof bottles of hand lotion have been marketed during the past ten years. We know that a trial will prove our contention.

ISCO ABSORPTION BASE No. 2691 is the solution to the difficult problem of liquid water in oil cream. It is no effort to obtain a stable liquid emulsion for cold, cleansing, or lubricating creams with this new base. Hair dressings have also been easily formulated with Base #2691.
Write for further details.

LANOLIN *has been used for hundreds of years because of its ability to absorb water and because of the many other desirable characteristics of this material. Both the cosmetic and pharmaceutical industries have always considered lanolin to be a valuable and beneficial ingredient in creams and salves.*
ISCO ABSORPTION BASE *contains in large proportion the desirable characteristics of lanolin and none of its undesirable features.* **ISCO ABSORPTION BASE** *is built upon the valuable ingredients of lanolin, but does not have the objectionable odor and the heavy tenacity of lanolin. Lanolin will absorb only twice its weight of water, yet* **ISCO ABSORPTION BASE** *will absorb five times its weight and hold it in an emulsion.*
ISCO ABSORPTION BASE *is chemically pure and is absolutely neutral. It will not oxidize or turn rancid, and will prevent in some measure the oxidation and rancidity of the ingredients mixed with it.* **ISCO ABSORPTION BASE** *is a combination of the free, valuable alcohols of the oxycholesterol and isocholesterol groups. Practically all cosmetic manufacturers are well acquainted with the value of cholesterol as it has always been known that cholesterol is to be found in any healthy skin, and, as a consequence, any addition of cholesterol to the skin is quite naturally of benefit.*
ISCO ABSORPTION BASE *is stable to acids and alkalies. It will melt at body temperatures, and when in combination with other ingredients, it will act as a soothing cream, and acts also as a lubricant and emollient. It imparts a beautiful lustre to every cream. In order to obtain homogeneous and stable emulsions of cream with* **ISCO ABSORPTION BASE,** *a simple procedure is necessary.*
ISCO ABSORPTION BASE *has many uses in addition to its value as an ingredient of all types of cosmetic creams. It acts as a color diffusing agent in lipstick. It can also be used in a variety of pharmaceutical ointments and salves, as well as in lotions.*
This general description of our group of **ABSORPTION BASES** *describes in particular* **ISCO ABSORPTION BASE STANDARD.** *We have several other absorption bases which are somewhat different and made for specific needs. They are all based on the valuable alcohols found in lanolin, but each has been built with a specific cosmetic need in mind.*
ISCO ABSORPTION BASE *can be altered in order to make different types of creams and lotions.*

TOMBAREL PRODUCTS CORPORATION



Natural and Aromatic Materials *for* PERFUMES SOAPS COSMETICS

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Outstanding—

Ammonium Thioglyc[illegible]

by Summit

THE opposite number of the swift and fabulous growth of cold wave is the growth of Ammonium Thioglycollate by Summit, the basic material of the largest-selling and best-known cold wave solutions on the market.

Summit took Ammonium Thioglycollate off the laboratory shelf. By intensive and protracted research, the laboratory curiosity was developed into the commercial product that is enhancing the hair-dos of millions of women. The gleam in a chemist's eye was translated into a material, the demand for which taxes to the utmost the facilities of a large and modernly-equipped plant.

The factor responsible for the outstanding position achieved by Ammonium Thioglycollate by Summit in the cold wave industry is *Purity*. The purity of Ammonium Thioglycollate by Summit is reflected in the stability of the solutions in which it is used—in their complete freedom from objectionable odors and discoloration—in their toxic innocuousness—in the tightness and the lasting property of the curl that they yield.

The purity of Ammonium Thioglycollate by Summit is no happenstance. It is the pay-off of the unremitting care exercised in analyzing the raw materials entering into the product; of the rigid control of each step in production; of the searching tests that are made of each batch of finished product. Hence the purity of Ammonium Thioglycollate by Summit is a dependable and unvarying factor.

Ammonium Thioglycollate by Summit is available only in concentrated form. Summit does not supply ready-to-use solutions, either in bulk or otherwise.

Samples of effective clouding and perfuming agents developed by Summit for cold wave solutions will be gladly sent upon request.

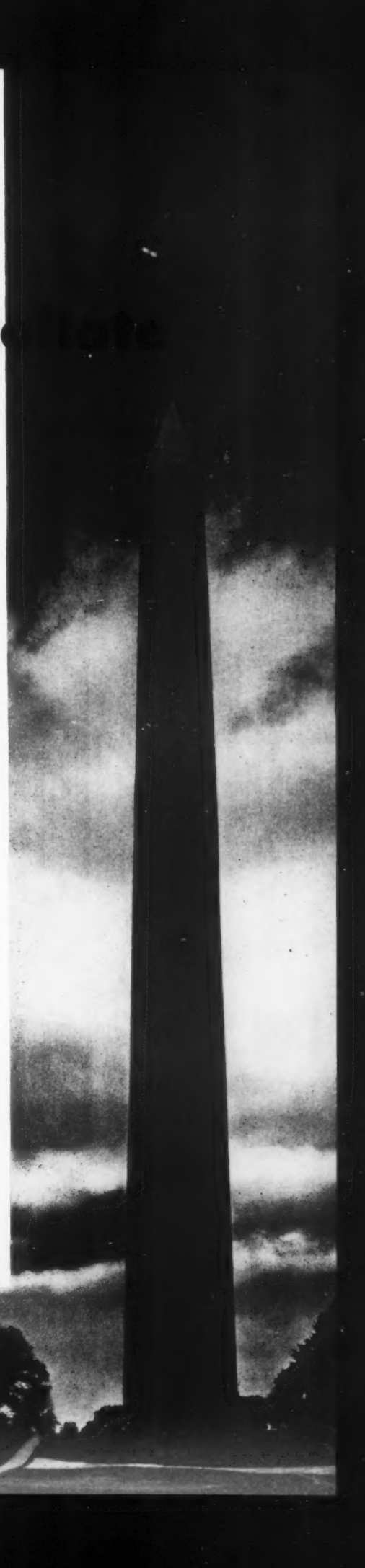
SUMMIT CHEMICAL PRODUCTS CORP.

The Largest Producer of

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Better Values

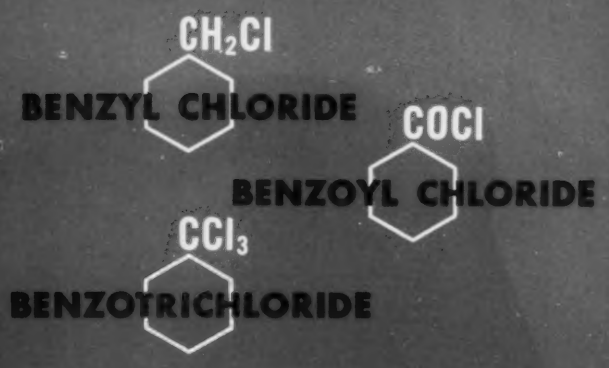
The word "value" is an indeterminate factor and we only know that we *do* give *better value* because our customers, over a period of years, have insisted that no one has been able to combine the ability to supply quality perfume oils scientifically selected for their specific needs as effectively as our organization.

We don't expect everyone to believe this, but we do invite your investigating it. Confidence is based on a knowledge of an ability to perform. Let us show you why so many progressive manufacturers in the perfume and cosmetic industry say 'Be Sure with Syntomatic."

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CHLORINATED Benzaldehydes	CHLORINATED Benzyl Chlorides	CHLORINATED Benzoyl Chlorides	CHLORINATED Benzotrichlorides	CHLORINATED Toluenes	CHLORINATED Benzoic Acids
Ortho Chlor Benzaldehyde Assay: 98.0% Containers: Glass carboys	Ortho Chlor Benzyl Chloride Assay: 98.0% Containers: Glass carboys	Ortho Chlor Benzoyl Chloride Assay: 95.0% Containers: Glass carboys	Ortho Chlor Benzotrichloride Assay: 98.0% Containers: Glass carboys	Ortho Chlor Toluene Assay: 99.0% Containers: Glass carboys or iron drums	Ortho Chlor Benzoic Acid, Technical Assay: 97.0% Containers: Wooden barrels
Para Chlor Benzaldehyde Assay: 98.0% Containers: Fiber drums	Para Chlor Benzyl Chloride Assay: 97.0% Containers: Glass carboys	Para Chlor Benzoyl Chloride Assay: 98.0% Containers: Glass carboys	Para Chlor Benzotrichloride Assay: 98.0% Containers: Glass carboys	Para Chlor Toluene Assay: 97.0% Containers: Glass carboys or iron drums	Para Chlor Benzoic Acid, Technical Assay: 97.0% Containers: Wooden barrels
2,4-Dichlor Benzaldehyde Assay: 97.0% Containers: Fiber drums	2,4-Dichlor Benzyl Chloride Assay: 97.0% Containers: Glass carboys	2,4-Dichlor Benzoyl Chloride Assay: 98.0% Containers: Glass carboys	2,4-Dichlor Benzotrichloride Assay: 98.0% Containers: Fiber drums	2,4-Dichlor Toluene Assay: 99.0% Containers: Glass carboys or iron drums	2,4-Dichlor Benzoic Acid, Technical Assay: 97.0% Containers: Wooden barrels
3,4-Dichlor Benzaldehyde Assay: 96.0% Containers: Fiber drums	3,4-Dichlor Benzyl Chloride Assay: 96.0% Containers: Glass carboys	3,4-Dichlor Benzoyl Chloride Assay: 95.0% Containers: Glass carboys	3,4-Dichlor Benzotrichloride Assay: 96.0% Containers: Glass carboys	3,4-Dichlor Toluene Assay: 97.0% Containers: Glass carboys or iron drums	3,4-Dichlor Benzoic Acid, Technical Assay: 97.0% Containers: Wooden barrels

Technical literature and samples will be mailed promptly upon request on Company letterhead.

Serving Industry Through Finer Chemicals

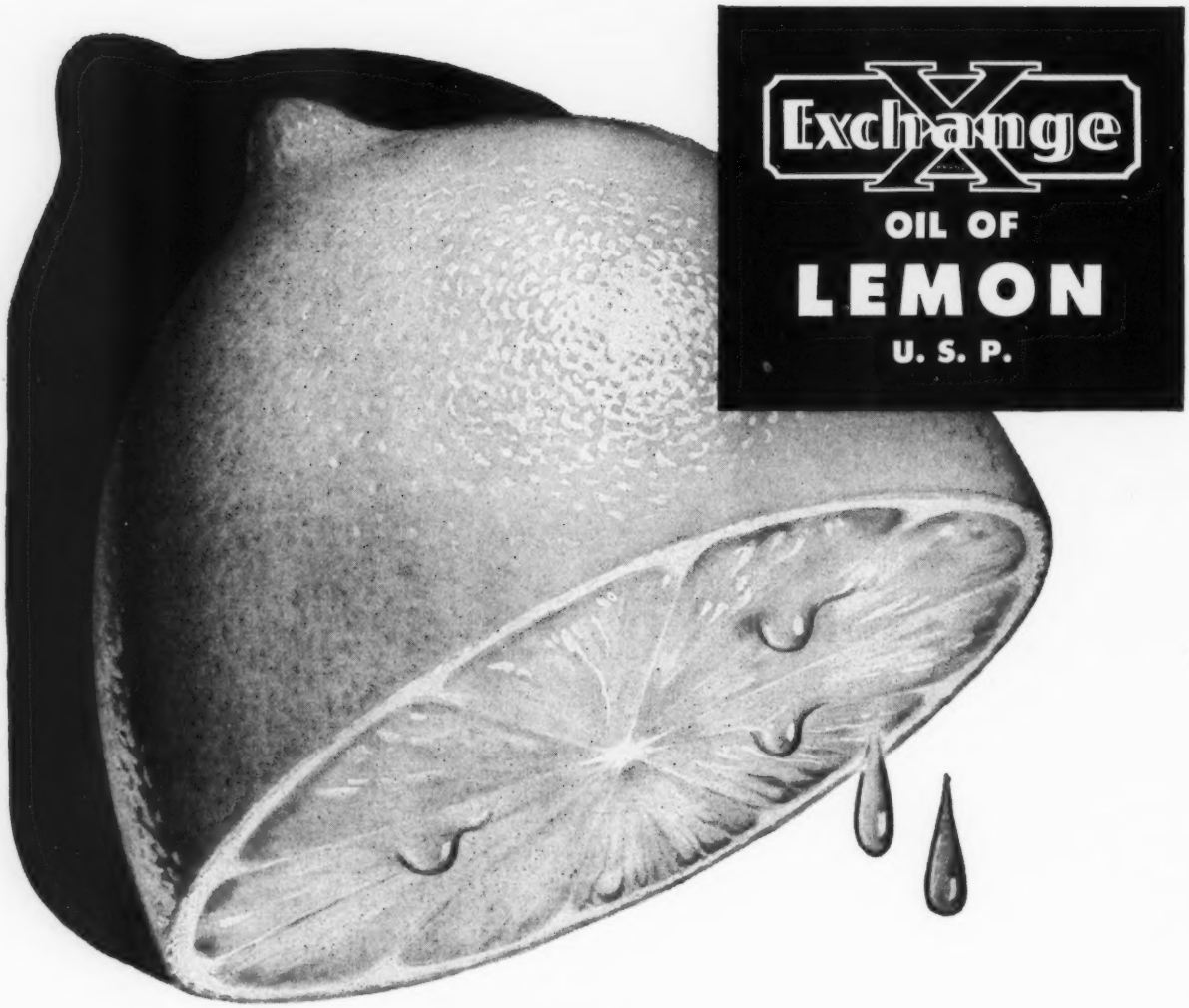
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Formic Acid • Glycerophosphates • Guaiacols • Hexamethylenetetramine
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of carrageen yield the clear, pure gelose used in Kraystay, the vegetable stabilizer whose amazing thickening and demulcent properties are ideal for cough syrups

The tiny plant in the picture is known as edible Irish moss. It is taken from the cold ocean floor and highly refined for use in a clear, pure vegetable gelose called Kraystay.

Kraystay, as many manufacturers know, provides exceptionally fine control in the making of solutions *of any desired viscosity*. It is an excellent vehicle in cough syrups... and a reliable suspending agent for cocoa or chocolate flavor.

Kraystay demonstrates still another virtue in the preparation of cough syrups . . . it is a demulcent in itself!

A finer stabilizer . . . with many uses

By varying the proportions, Kraystay will show unusual stabilizing, emulsifying, thickening, suspending or gelling properties in cosmetics and pharmaceuticals of medium or low acidity.

Kraystay 16-8 is an excellent base for syrups, creams or pastes. Kraystay 16-14 is specifically prepared as a stabilizer with low viscosity and good gelling properties.

To find out more about Kraystay, call or write Kraft today. Kraft Foods Company, Dept. AP-12, 500 Peshtigo Court, Chicago 90, Ill.

NEW!... NEW!

Two new additions to the Kraft line of quality stabilizers:

KRAFT BLUE LABEL EDIBLE ALGIN
KRAFT BLUE LABEL NON-EDIBLE ALGIN

KRAYSTAY

MADE BY KRAFT

A NEW DEVELOPMENT IN VEGETABLE STABILIZERS



STANTON'S THIOGLYCOLATES

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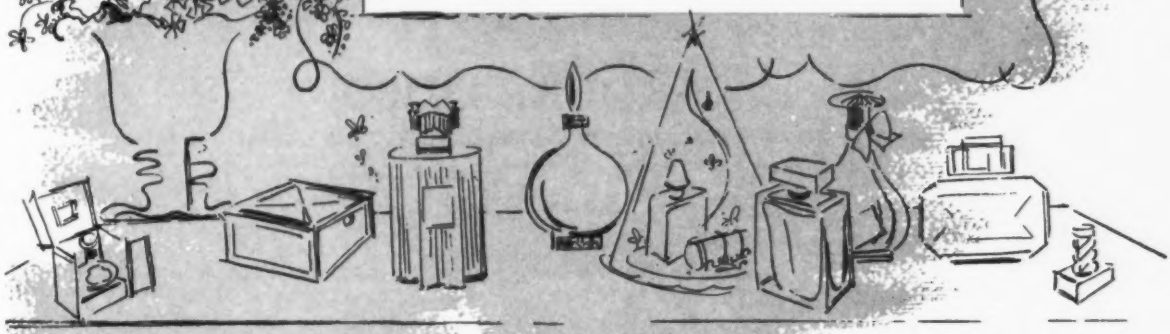
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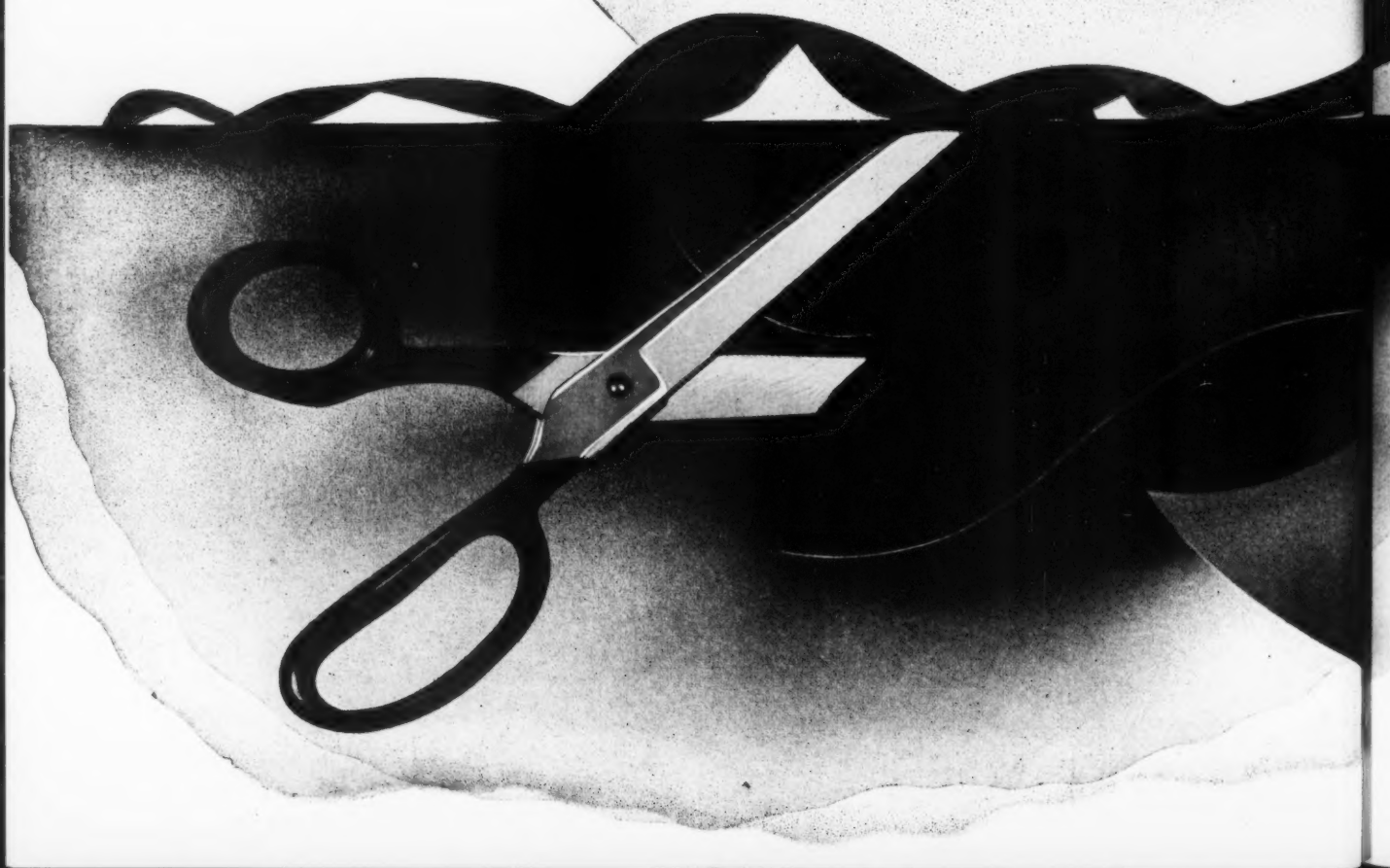
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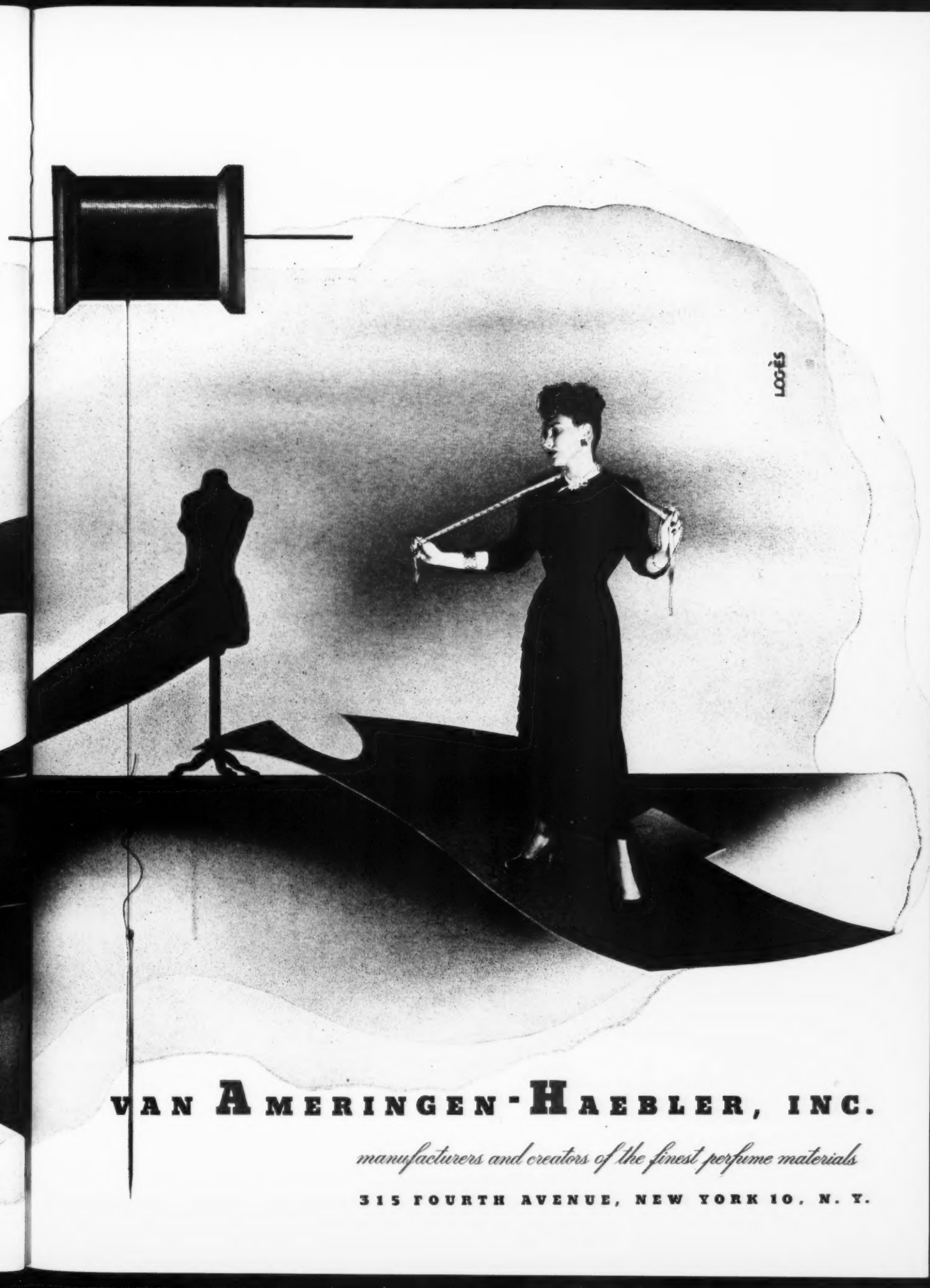
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CONTENTS · MAY 1949

The Mechanism of Perspiration
Dr. Hans Salfield 385

Guest Editorial
Arthur J. O'Brien 388

Volume Steady Despite Cautious Public—Stores More Aggressive 390

Odor Directory
Ernest C. Crocker and Florence N. Dillon 396

Essential Oil and Perfumery Progress
Dr. Paul Z. Bedoukian 401

Packaging Portfolio 404

Aromatic and Terpene Butyrates
Dr. Morris B. Jacobs 406

Detergents Gain on Laundry Soaps 409

Book Review 411

REGULAR FEATURES

Desiderata—*Maison G. deNavarre* 381

Questions and Answers 383

Washington Panorama 412

Hints on Improving Production 414

New Products and Processes 416

The Round Table 417

Market Report 431

Prices in the New York Market 433

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Editorial Comment

Training Salesmen

The time has come when salesmen must be better trained. Which means they must be indoctrinated or reindoctrinated in sales techniques, and that calls for a sales training program.

Sales training must be objective. A program instituted for the sake of having a program must invariably fail. As a consequence, the program must be custom tailored directly to the specific problems and operation of the company.

It must be understood that while the company will benefit by the program, which may be justifiable selfishness, two other groups will also profit. First, the salesman will improve his earning power, and secondly, and possibly incidentally, the customer gets better service.

Since no two companies are operated in exactly the same way, each will have to devise its own program. But in general they should be kept as simple and direct, and as free of unnecessary trivia as possible. The entire effort should be aimed at giving the salesman what he needs to know—How To Move The Product. It should be operated within certain limits but at the same time be flexible enough to show the salesman how to make the most of his talents, fit himself for promotion, greater responsibility, and better income.

To be effective, the program should be of a more or less continuous nature. Constant checking and improving on methods will result in stepped up efficiency.

Ours is a constantly shifting, uneven paced segment of the National economy. New and improved products, the effect of the war, the decision of the Federal Trade Commission (as yet unannounced) on Trade Practice Rules, competition, all call for changes which are sometimes radical. He who permits himself to stagnate is lost. By all standards, a sales training program is of outstanding importance.

Greater Efficiency

THE business world is learning the value of efficiency. Now, more than ever, manufacturers are working to get increased results with less expenditure of time and work and money. Guesswork is being eliminated. Workmen are taught to perform even the smallest routine tasks in the easiest and quickest way. Processes are being studied with a view to eliminating needless operations and wasted human energy. Raw materials are being selected with greater care. Economies must be effected wherever possible; but above all else in this competitive era, quality must be maintained.

Synfleur perfumers' and soapmakers' materials are of dependably assured highest quality. Not only may they be used to improve the quality of your products; but, from our many years of experience, we believe we may be able to show you how they may be most efficiently employed so as to effect worth while economies.



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Desiderata

by MAISON G. DENAVARRE



M. G. DeNavarre at work in his laboratory

TALC ALKALINITY

While investigating talc in a general way, it was believed that the pH of a 10 per cent slurry of talc in distilled water, brought to equilibrium, would be one way of determining alkalinity. A host of talc samples coming from California, the Carolinas, Canada, Italy, India among other places, were put through this rather qualitative test. It was interesting to note that all of these talcs with the exception of the Canadian grade, were offered as of cosmetic grade. The pH figures of the aqueous portion of the slurry ran considerably over 9.5 in practically *all* cases.

These findings are not new. Others must have found them in routine testing, too. The significance is manifold. Alkalis affect perfume stability. The pH seemingly high enough to be a source of irritation to skin, does not seem to demonstrate this property in actual usage. Yet it indicates very clearly that a powder base should be used before application of powder in all cases. Colors used in face powders are of both organic and inorganic types. The effect of alkali on organic colors is not always good. Hence here is a possible source of trouble in color control.

The answer to these problems of course is the use of acid washed talc, if the difference in cost were not so great. Anyway, it is something for talc suppliers to explore further.

SILICA GEL

Close upon the heels of talc problems is the knowledge that types of silica gel have been produced that are of extremely fine particle size and of porous character, made by the simple precipitation of sodium silicate solutions with sulfuric acid. With weights of less than 5 pounds per cubic foot, one wonders why these materials are not used as perfume carriers and bulking agents in place of magnesias or precipitated chalks. They are neutral, inert and translucent to somewhat opaque solids, made synthetically, cheap, yet uniform. Bulking properties are more standard than for talc. They are non-gritty.

COSMETICS IN PHARMACY

When the American Pharmaceutical Association calls its scientific section meeting to order on April 27th in Jacksonville, Florida, a number of papers will be presented on subjects of cosmetic significance.

A paper by Pritchard, Edwards and Christian discusses studies on the surface lipoids of skin. Effects of soaps, astringents, temperature, sex hormones, thyroxin and thiouracil will be discussed. Lipoid values are taken from both men and women and in some cases only from albino rats.

A new antiperspirant salt, dichloroaluminum aminoacetate, is suggested by Grote, Holbert and Cross. It is said to be non-irritating and non-destructive to clothing.

Ointment bases are discussed by Cyr, Skauen, Christian and Lee in two papers. In one series of tests using radioactive sodium iodide, it was found that petrolatum was superior to lard and wool fat. In another paper, 37 different bases are discussed. Wool fat (paradoxically) appeared to be the best vehicle. Albino rats were the test animals used here.

Three other papers on ointment bases or emulsifiers or emulsions are also to be given.

Huyck's paper on the use of colloidal magnesium aluminum silicate as a suspending agent compares this substance with bentonite in stabilizing both calamine lotion and chalk mixtures. In both cases, magnesium aluminum silicate proved to be a better suspending agent resulting in less water separation.

These papers are very interesting because they show that cosmetics as a branch of pharmacy, are being studied in various ways both by medicine manufacturers and by pharmacy schools. It will be interesting to compare this program with that to be offered by the T.G.A. Scientific Section and the Society of Cosmetic Chemists, both of whom are meeting in May in New York. If you haven't made your reservations, better chalk up the 19th and 20th of May for the technical meetings. The T.G.A. will meet in the Waldorf. S.C.C. has not announced its meeting place yet, but it will probably be the Biltmore Hotel.

ANTIPERSPIRANTS

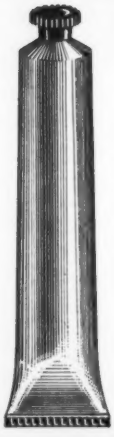
While in Toronto recently, a fellow chemist said, "why fool with other materials when aluminum chlorohydroxide (chlorhydrate) is so effective and safe?" Whether this is true or not is beside the point. It does raise the question of safety however.

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spirants known is formaldehyde. It is also one of the most irritating as well. The effectiveness of aluminum chloride or sulphate is also well established, the former being the more irritating of the two, whether due to the chloride ion, pH, or other specificity is debatable. The character of sodium metaphosphate is somewhat similar to that of formaldehyde as an antiperspirant, except that sodium metaphosphate is mild both as an antiperspirant and irritant. So one's mind goes to the use of condensation products of say formaldehyde or the aluminum salts. One of the common formaldehyde condensates is methenamine. It is a simple and rather non-toxic material which is useful for its antiseptic properties. Hence its use in treating kidney ailments. Knowing its use for internal medication, one cannot help but consider its value as a possible deodorant or antiperspirant. Some have, to their regret. The cause of irritations resulting from the use of methenamine in antiperspirants appear to be unknown. Yet those who have used it know to their sorrow that it does irritate. Perhaps it is paradoxical. Since I mentioned it in the Chemistry & Manufacture of Cosmetics as a possible deodorant-antiperspirant ingredient, experience has indicated that this reference will have to be deleted. That it has been used in this way is a fact. It is also a fact that it seems to be unsafe in spite of its apparent safety when taken internally.

SUNSCREENS

Two of the more recently available good sunscreens are beta methyl umbelliferone and dipropylene glycol salicylate. Both have high screening properties according to spectrophotometric absorption tests. The umbelliferone is very poorly soluble however. Solving the problem of solubility, makes it a valuable and inexpensive sunscreen.

QUESTIONS AND ANSWERS

744. CLEANSING CREAM

Q: *Would you be so kind as to advise me how I may prevent the appearance of bubbles on the cleansing creams when I pour them into the jars.*

R.Y.—INDIANA

A: Bubbles in a cleansing cream are caused by the inclusion of air during manufacture or during the pouring operation. As the cream sets, the bubbles naturally come to the surface. To prevent this, be careful not to beat air into the cream during manufacture, and not to trap air into the mass while pouring.

745. EAU DE COLOGNE

Q: *I need a formula for solidified eau de cologne, and if you can assist me in procuring one, I shall appreciate it very much.*

R.E.N.—ARIZONA

A: A solidified eau de cologne may be made from your regular cologne by using 95 per cent alcohol as a solvent, no water being added, and dissolving in it from 6 per cent to 10 per cent of hard soap such as sodium stearate, for example. This can be further modified by the addition of the hard waxes, such as candelilla, carnauba or beeswax. The materials are all heated together until solution takes place. The heat is removed and the mass is agitated until it is ready to set. Then pour into moulds.

746. MERCURIC IODIDE SOAP

Q: *What is the most efficient way of making a milled mercuric iodide soap of 1 and 2 per cent, in order that the mercuric iodide will not decompose with age. We understand that the red mercuric iodide is stronger and more soluble than the yellow. We have in mind coloring the soap in blue.*

C.V.—VENEZUELA

A: According to Thomssen and Kemp, to make a mercuric iodide soap, use red mercuric iodide, dissolving 50 parts of it with 37½ parts of potassium iodide, and 25 parts of hot water. This solution is strained and added to the soap flakes in the amalgamator, together with color and perfume. The soap is usually colored blue.

747. PINE DISINFECTANT

Q: *Would like a formula for the following described products:—1) Gog-L-Gloss: Makes glasses and goggles brilliantly clean—prevents "steaming" and "fogging" for an indefinite period.—2) Wonder-Pine: This is a good soluble Pine Disinfectant. Four times stronger in germ killing properties than carbolic acid against B-Typhosus germ yet is non-toxic, non-irritating to humans.*

D.V.T.—CALIF.

A: We do not know the composition of "Wonder Pine." Disinfectants are out of our line. However, we suggest that you write to some of the suppliers whose names go under separate cover that offer cationic germicides which you will find most useful for the purpose.

We do not know the composition of "Gog-L-Gloss." It may be one of the specially treated papers made by impregnating same with a silicone compound or a hard soap.

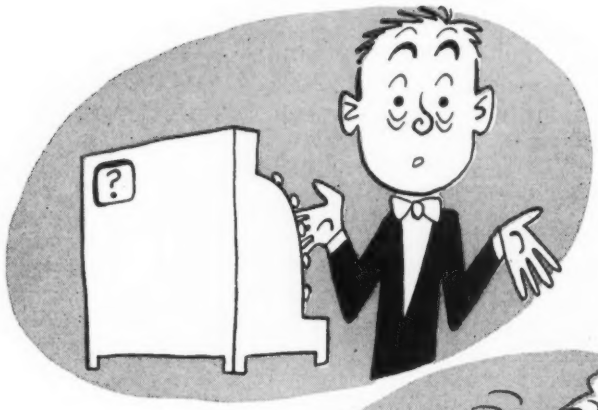
748. COCONUT OIL SHAMPOO

Q. *I have a question which has always been in my mind and that is, is it possible to make up a Coconut Oil from Coconut Oil Fatty acids which are as free as possible from Lauric Acid? From your write-up in the January, 1948, issue of the American Perfumer, you mentioned this question as well as information along this same line from other authors.*

O.P.Y.—Ohio.

A. It is doubtful if you can produce a coconut oil shampoo that contains no Lauric Acid, since this acid is a major component of the oil. The ratio of the various acids, one to the other, is quite constant regardless of source of supply. Some companies, however, distill the material and offer various "cuts," which will be relatively free of undesirable ingredients. Any standard fat splitter can accommodate you this way. If you made a shampoo from coconut fatty acids, from which the Lauric Acid has been removed, it is doubtful if you could call it coconut oil shampoo anymore than you can call ham and eggs by that name when either the ham or the eggs are missing.

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The Mechanism of Perspiration

Sweat has definite bactericidal properties . . . Analysis shows many substances to be present in perspirations . . . Astringent antiperspirants need not be a hazard to the user.

DR. HANS SALFIELD

GENERALLY, the human skin is the theatre of operations for the numerous products originating from the laboratory of the cosmetic chemist. Since sweat is the most important secretion of the skin, a few condensed physiological facts on the mechanism of perspiration may be of interest to the cosmetic chemist.

There are approximately two million sweat glands in the human skin. This immense number is by no means evenly distributed over the surface of the body. According to an old investigation (Krause), the following average numbers of glands were found per one square centimeter of the various skin areas:

Hand	373
Foot	366
Back of hand	203
Neck	178
Forehead	172
Anterior cubital region	157
Chest	155
Abdomen	155
Dorsal antibrachial region	149
Foot, dorsal region	126
Thigh	79
Cheek	75
Nuchal region	57
Back	57
Buttocks	57

Thus, the places of the most extensive perspiration are the hands, the feet, the axillary fossae, and the forehead. In contrast to the sebaceous glands with their typical alveolar structure, the sweat glands show a tortuous, tubular gland body opening into a thin and long duct. They are situated in the corium and the subcutaneous tissue. The gland itself consists of a single layer of cubical or columnar epithelium, surrounded by a few smooth muscle fibres, and a basal membrane. It has an average diameter of about 0.4 mm.

Most of the sweat glands belong to the "eccrine" type; they are small and found everywhere in the skin. The rarer "apocrine" glands—called thus because in the process of secretion they lose part of their cellular material—are bigger, localized at certain places, and are the producers of a typical malodorous sweat. Cases have been published of an almost complete absense of sweat glands.

The sweat itself is a more or less clear yellowish fluid of varying odor and of salty taste. Its pH is usually between 5 and 6. Its specific gravity is from 1.002 to 1.01, its freezing point depression 0.1 to 0.4 deg. C; it is thus hypotonic as compared with blood. Most of its odor originates from sebaceous admixtures, from decomposition products on the skin surface (through bacterial ac-

tion), or from the secretion of certain foreign substances formerly present in the organism (bromidrosis). Its color may be influenced by the ingestion of certain dyes, later excreted in the sweat (chromidrosis).

CHEMICAL COMPOSITION OF SWEAT

Sweat has a water content of approximately 98 per cent. The residue consists of 75 per cent inorganic and 25 per cent organic material. Various analyses show among others the presence of the following substances: sodium chloride, uric acid, urea, creatinine, ammonium hydroxide, fatty acids, cholesterol, glucose, proteine, lactic acid, amino-acids, sulfates, phosphates, indicane, and carbon dioxide. During the uremic stage of renal insufficiency, the urea contents of the sweat may be vastly increased, so as to lead to a crystallization of pure urea on the skin (uridrosis). However, perspiration can never act as a true substitute for a diseased kidney.

The human body is always perspiring to a very small degree, i.e. approximately 200 cc of fluid per one square meter of body surface. The salt loss during this "perspiration insensibilis" is negligible. If necessary, the visible perspiration may be increased to more than 20 liters a day.

Perspiration glands, like all systems of involuntary secretion or tonicity, are controlled by the autonomic nervous system. Fibres for their innervation originate in the sympathetic truncus beside the vertebral column, from where they are running towards the periphery as grey fibres within the spinal nerve. Anatomically, they belong to the sympathetic system, while functionally, they are of a parasympathetic character.

Since the perspiration fibres are parasympathetic in function, perspiration may be increased by the drugs stimulating the parasympathetic side of the autonomic system and, vice versa, are decreased by their antagonists.

Thus, pilocarpine, and to a lesser degree physostigmine, acetyl-choline, and others may be used to induce profuse perspiration. Atropine renders the tissues insensitive to the action of acetyl-choline, and is thus used to suppress parasympathetic activity. Even the local vasodilatation produced by atropine does not lead to an increase in perspiration. It eventually leads to an increase in body temperature. Scopolamine, too, suppresses perspiration. If the controlling ganglion is paralyzed by nicotine, pilocarpine is unable to produce perspiration when applied centrally from the ganglion.

Sympathicomimetic drugs like epinephrine decrease perspiration. Perspiration is also decreased by agaric acid, a product obtained from a larch fungus; however, its mode of action has not been clearly established.

The skin holds fast to its own bacterial flora, while it definitely tends to destroy pathogenic germs. (Colebrook, Arnold, et al.) It has not been established so far how this is brought about; however, it is safe to say that Fleming's Lysozyme, an unspecific bactericidal substance, found in certain cells and secretions, is not to be found in sweat. Only further research may clear up those and other problems connected with skin resistance and of interest to the compounder of cosmetic preparations.

DEODORANTS AND ANTIPERSPIRANTS

In certain pathological states it may seem advisable to check the flow of excessive perspiration through the administration of a number of internal drugs, or otherwise. Localized (underarm) perspiration has been influenced even by surgical means. Human perspiration, of course, is not restricted to the axillary region exclusively; thus, it is safe—even with regard to general physiology—to counteract excessive sweating if only local areas, such as the axilla, are treated with antiperspirants.

The market for simple *deodorants* which are supposed to kill obnoxious odors after perspiration has taken place, has shrunk during the last few years. Products of this kind are usually destined to annihilate odors by destruction (neutralization) or adsorption (powders); they are supported in their effectiveness through the addition of aromatics and antiseptics; the latter as germicides against those bacteria which create malodorous decomposition products from sweat constituents. Formaldehyde and formaldehyde compounds should be mentioned in this connection.

Most *antiperspirants* nowadays, however, are supposed to check the flow of perspiration at or near the sweat duct by astringent action on cellular material (collagen).

EFFECTS OF ASTRINGENTS

The proteins of cellular protoplasm are very sensitive to the action of metal salts as well as to changes of acidity. Cellular proteins are hydrophilic colloids, and are coagulated through the action of metal salts to insoluble hydrophobic substances. These so called metal-albuminates, when present to a considerable degree, are the chemical substrate of scarification at the place of application. In every case of astringent action on protoplasm, microscopic changes may be observed, such as swelling of the plasmatic material, which looks shrunken, blanching of the treated area due to capillary constriction, and hardening of the capillary wall leading to decreased permeability and local anemia, and dehydration. In other words, the classical symptoms of inflammation: namely, swelling, redness, and heat, tend to disappear after the local application of astringent drugs.

When the metal part of the salt has been coupled to the protein, the acid radical on its part probably tends to exert its own typical coagulating action, thus creating insoluble acid albuminates. The degree of solubility of the drug, of dissociation, and other factors are of major importance in bringing about the phenomena of astringency. Furthermore, the relationship between local action and penetration into the protoplasmic depth is of prime importance. The ideal astringent must reach the area just beneath the cellular membrane and should lead there to plasmic coagulation, which in turn blocks the way to excessive penetration. Too excessive local coagulation is not the sign of a pharmacological astringent, but of a scarifying caustic; on the other hand, alkalis do not tend to lead to local scarification, but to deep cellular colliquation, accompanied by a maximum of unwanted irritation.

Generally, astringent action increases in the case of cations with the molecular weight of the metal, and decreases with the molecular weight in the case of anions.

A number of tests have been developed (in vivo and in vitro) to determine astringent action of drugs. Mitscherlich (1842), Lewin, Harnack, and others studied the influence of astringents on proteins. Crawford measured astringent action by the shortening of animal tissues;

Koiyama did the same in the case of the rat tail tendon. Heinz observed the influence of astringent drugs on the vessels of the mesentery; Molotese, Dreser, and others investigated their influence on the volumen of frog lungs. Schuetz studied the action of astringents on the secretion of frog epidermis. Arrhenius, Sollmann, and others observed a "hardening" of erythrocytes after addition of astringents. Heubner and Schreiber studied the coagulating influence of astringents on proteins. In a recent publication by Govett and deNavarre a method has been mentioned to observe the protein precipitating action of astringents on a specially prepared egg white solution.

Unfortunately, most cations are not usable as astringents in cosmetic-pharmaceutical practice on account of their poor solubility or irritating action on the human epidermis. However, the judicious application of correctly compounded astringent antiperspirants need not be a hazard to the user.

Aluminum, magnesium, zinc, and other metals are in use, while the anions employed are chlorides, sulfates, acetates, citrates, acetotartrates, sulfocarbolates, salicylates, benzoates, tannates, lactates, borates, and others. Iron salts are impracticable on account of their staining action; lead salts, while excellent coagulants, are too toxic for everyday use. Zinc salts are not devoid of toxicity. Tin, mercury, silver, and copper salts should likewise not be used. Beryllium salts have been suggested as antiperspirants (Janistyn). Rare earth salts have also been suggested. A new aluminum chlorhydrate product has been discussed recently by Govett and deNavarre.

Antiperspirants may be marketed as powders, solutions, emulsions (creams), or otherwise.

ANTIPERSPIRANT FORMULAE:

ANTIPERSPIRANT CREAM	
Acid stabilized glycol stearate	17
Mineral oil	6
Glycerin	6
Aluminum sulfate	8
Preservative	0.2
Perfume	0.5
Water	62.3

ANTIPERSPIRANT CREAM	
Acid stabilized glycol stearate	20
Mineral oil	8
Aluminum chloride	8
Propylene glycol	6
Preservative	0.2
Perfume	0.5
Water	57.3

ANTIPERSPIRANT CREAM	
"Tegacid"	15
Spermaceti	5
Glycerin	3
Water	59.9
"Aluminum Chlorhydrate"	15

ANTIPERSPIRANT CREAM W/O	
Arlacel 83	6
Mineral oil	17
Petrolatum	25.3
Spermaceti	10
Propylene glycol	3
Aluminum sulfate	8
Preservative	0.2
Perfume	0.5
Water	30

CORROSIVE ACTION ON FABRICS

One of the drawbacks accompanying the use of antiperspirants is their damaging effect on a number of fabrics. Insufficiently laundered clothes still containing traces of antiperspirant material, which increases in acidity after having undergone the process of ironing, soon show the destructive action of the substances used. Cotton and linen materials are especially susceptible to destruction through antiperspirant substances, while silk and wool are much less influenced by them.

Much research has been devoted during the last few years in order to develop usable buffer substances which, while not detrimental to the antiperspirant action of the cosmetics used, and not dangerous to human health, would also act as an effective inhibitor to the corrosive action of the acid antiperspirants on most types of fabrics.

Only a few of the newer patents shall be mentioned in this connection:

1. U.S.P. 2,210,013. The patent claims the anticorrosive action of basic aluminum formate.

2. U.S.P. 2,210,014. The patent discusses the anticorrosive action of salts formed from alkaline earth metals and organic aliphatic acids.

3. U.S.P. 2,230,082. The patent describes the corrosion-inhibiting action of certain nitrogen-containing substances such as acetamide, urethane, and urea.

4/5. U.S.P. 2,230,083-4: Claim anticorrosive properties for a number of imides, such as succinimide, as well as nitriles.

6. U.S.P. 2,236,387. This patent discusses corrosion inhibition through the addition of amides, aminoacids, and urea to antiperspirant preparations.

7. U.S.P. 2,350,047. The patent claims the buffering action of basic aluminum-, magnesium-, zinc-oxides, hydroxides, and carbonates; these products, while insoluble by themselves, are rendered soluble through the acidity of the perspiration-antiperspirant medium.

8. U.S.P. 2,412,535. This patent claims the buffering action of neutral (aluminum) tertiary orthophosphates, which apart from their corrosion-inhibiting action are supposed to prevent the granulation of antiperspirant creams.

There still seems to be much room for further investigations with special regard to the problem of fabric corrosion through the application of antiperspirant products.

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The average person's 2,000,000 sweat glands function in such a way as to aid in making the Summer's heat not too uncomfortable.

Profits Through Controlled

How buyers and sales representatives can jointly work out a basic stock necessary to

IN recent years, the size of the dollar inventory carried by department stores in the cosmetic department has become an increasing problem. All lines continually add new products, without dropping others, in an attempt to maintain their volume. The result is that they have increased their dollar investment in inventories. Their dilemma has now reached a point where something must be done.

Something must also be done about duplication. Some firms have four different lipsticks and face powders in four different price classes, each with 10 to 15 shades.

We all know that sales lost as a result of out-of-stock reaches an incredibly high figure. In many cases the buyer is confronted with the problem of no open-to-buy. Management has given him what it believes to be sufficient dollars to carry a stock commensurate with his planned sales. This stock in most instances is based on a turnover rate which has been arrived at through many years of experience in the operation of cosmetic departments, but he finds it most difficult to get the required turnover in the face of the many promotional items now offered. These he must buy in larger quantities because of planned promotional effort and planned resulting sales. These promotional products take such a large proportion of his open-to-buy that he has little or no money to reorder everyday stock merchandise.

There is only one way to solve this problem. The buyer of the department and the sales representative of each line should jointly work out a basic stock necessary to obtain the planned volume in each individual line. It is only necessary to list those items which both agree should be carried by the store and set up a model stock by item for a given period. (This period could be weekly or monthly after the basic stock is decided upon). It is a simple case of extending the sum total of each item and we arrive at the total dollar figure, which added to a like total of all other lines carried, gives us the dollar sum needed to maintain basic stocks for an entire department. Added to this grand total we must make appropriations necessary to buy merchandise for promotional events and miscellaneous items carried in the department.

If we are realistic in this approach, I don't believe any progressive management would refuse to appropriate the money necessary to operate a department inventory so planned. The cooperation of the manufacturer is essential. If each line would do its level best to regularly eliminate superfluous items, I am sure such procedure would pay dividends.

I feel safe in saying that fifteen per cent of the items carried in a cosmetic line

Inventories

obtain a planned volume of business.

today produce ninety per cent of the dollar volume. Therefore, it is easily understood why a strict control is necessary on the number of pieces in stock comprising the other eighty-five per cent, where in reverse, it doesn't make much difference how large the quantity you carry of the other sales-producing fifteen per cent.

In demonstrator operated departments, the buyer's job would be relatively simple, in controlling future purchases, if he paid strict attention to the dollar sales reported by the demonstrator in the weekly reports, always keeping in mind that the sales obtained from promotional items should be properly reckoned when making out the purchase order. This would give him a dollar control over inventories by lines. Naturally, the dollar control does not in any way eliminate the necessity of maintaining unit control, but it will greatly aid him in running a better balanced department and it should go a long way toward eliminating out-of-stock items because of lack of open-to-buy.

This will also eliminate returns, cutting costs for both store and manufacturer. If followed, profits for both manufacturer and store will be substantially greater.

A customer who can buy what she wants when she wants it is usually a repeat customer. Let us do our best to take care of the person who has the desire to buy.



Arthur J. O'Brien

Arthur J. O'Brien, graduated from Boston College, in his native Boston, in 1932. His merchandising career began in that year, as cosmetic buyer in R. H. White Co., Boston, Mass., where he remained until 1941. At that time, he was called to Albert Seiger, in Hartford, where he functioned ably as merchandise manager for the store. This connection, which lasted for two years, ended when he came to New York to work for Stern Brothers, as a divisional merchandise manager. In 1947, he was made a vice-president and main floor merchandiser.

Mr. O'Brien is president of the Boston College Club in New York, and is on the Cardinal's Special Gift Committee of the Laity. He is married, and has two children, Marc, age seven years, and Anne, age seven months.

The value of what Mr. O'Brien has to say in this editorial may be judged by the fact that the cosmetic department on Stern's main floor does a volume in the million dollar bracket.

Volume Steady Despite Cautious

National coverage at merchandising levels in department



CHICAGO & MIDWEST

Specialty Shops
Have Fast Turnover

THE most important fact which can be said about cosmetic retail sales in this area is that it holds steady. The figures of one year ago are not being made, but the day-to-day selling is maintaining a better over-all volume than was expected in view of the seasonal lay-offs which are reported in every consumer paper.

Business is holding its own for various reasons: Buying is being done on a 30-day basis; aggressive advertising and window displays are attracting attention and also a desire to own; suggested selling behind the counter is helping to make books that compare favorably with January sales' days; presentation of kits for travel and train use are given featured ads and department display.

Combine all these items and you can figure on your business. The nights that the stores are open produce a huge volume of sale, the following day it drops, but comes up again on Saturday. On the whole stores are back to the pre-war type of selling—three GOOD days a week.

CLOSE BUYING

Today merchandise managers are permitting purchases to be made—if the need for replacement is great. The fact that sales are lost through unbalanced stocks, is of no interest to these figure men who demand that the slow moving item be in direct relation to that of the best seller. The result is better patronage of the specialty shop which has a faster turnover and a smaller stock than the great department stores where an order now passes through many hands. "Any day the board of directors will consider what we need," was the comment of one sales girl who said she had been out of her best selling fragrance for six weeks, and the others were slow moving and not being reduced fast enough for replacement.

There has been a movement to have factories and plants that grant a vacation to all employees the first two weeks of July to spread this over into August. Low-ebb buying and little factory work on Fall lines is done in July so the idea is passed up for this year.

WHAT THE MIDWEST DID FOR EASTER

Chicago: Mandel Brothers' four State street windows devoted to a presentation of Lelong perfumes was the high light of the Middle West. It was not all interest for sales were substantial; Chas. A. Stevens & Co. invited people to step 20-feet West from State street for a wiff of White Satin. How to use perfume was given in a clever presentation. Carson Pirie Scott & Co. invited customers to come for a color harmony make-up chart and stressed the new bottle by Ciro "to star in your boudoir." The Fair's Eileen Cortney presided at the counter to write skin and make-up prescriptions for some 50 women that waited in line for more than an hour for this personalized service. Perfumes were active. Marshall Field & Co. has run a series of ads on coming in for a private consultation

New brides find they can experiment with dram packaged perfumes owing to low cost per unit.

Stores are back to pre-war selling—three GOOD days a week.

Sales figures are being maintained in cosmetic sections, but often with items not found in standard lines.

Public - Stores More Aggressive

stores and chains reported here in six pages

on what to wear and also on the correct perfume, in its beauty salon. In the department perfumes played the Easter role and had a window. Detroit stores gave Desert Flower, Sportsman, Tussy creamy masque, and bath preparations the lead. St. Paul: Golden Rule's Spring sale included soap in bulk and packaged, lipsticks, and DuBarry rose cream mask to remove the Winter's dead tissue. Milk Maid Spring special was a leader at the Emporium; Schuneman's listed 10 name brands with three specially priced items in each group, lipstick led the parade, and "peewee" by Rex at Field-Schlick was a holiday sell-out.

Brandeis, Omaha, featured Ciro's new bottle and stressed its smartness for individual wear. The Dayton Co., Minneapolis suggested the Ann Haviland ensemble as the perfect gift—for bride, high school or college graduate and as a going away present. New bottles, new sizes in perfumes were featured by Wm. H. Block Co., Indianapolis, with L. S. Ayers & Co., giving consultation beauty service and suggesting for "luck in love" Tussy's new lipstick. Chas. Mayer & Co. used a mail order coupon for quick service in floral fragrances and opposite 21 was a square for the "x" with all prices at 78 cents per dram *with tax included*. Emery Bird, Thayer, Kansas City, gave specific attention to Coty's new lipstick and with it a customer purchased for $1 "airspun" powder. Younker's, Des Moines, made deodorants important. Famous-Barr Co., St. Louis, introduced the new Ayer deluxe home permanent, and several stores throughout this area had consultants to aid in obtaining better home results from this product. Scruggs Vandervoort Barney gave Ciro's new bottle first place in display and presentation. All Midwest stores had Easter envelopes and other directions which could be removed and not lose the sale value of the items. The Walgreen chain gives perfumes and colognes first place in today's sale. Featuring national brands it also makes a point of selling its own preparations.

Jeweled lip-stick containers, matched in purse vials, are active for gift selling and compacts from $1 up are strong and steady in sale. Men's toiletries will write its major volume of sale in June and July, and the latter won't be clearances—but real Summer items for cool shaves, etc.

Customers resist "economy" sizes.

Department stores find more shopping is being done.

Trend to cut number of line continues.

March sales down slightly, but April should show a gain in Dallas.

Look for leg make-up sales to improve.

LOOKING AHEAD

June-July-August are three inventory months. These are pre- and post- with July considered the major month to get all stock down to its lowest ebb.. Contrariwise the demand for soap, friction lotions, clinging make-ups, dark foundations, colognes and less powder for face but more for body talc takes on a new high in sales. Add to that the current daily call for suntan preparations, from oils and protective creams to those which are applied to give the suntan effect without sunning. Deodorants can be doubled in sale, a lotion and a salve being used while fragrances in oils and salts for the tub are a must, when so featured.

Now that cosmetic departments are in the business of selling, versus handing an item across the counter, there are fascinating dram bottles being offered.

Now that the finer French perfumes and the best of the American makes are being offered in drams and quarter ounce bottles well packaged, there has been an increase in pre- and post-Easter selling. As none of these were available during the war years, the bride of yesterday and today has been finding new fragrances and a delicacy that clings as both novel, unique and highly accept-

able. The small size even permits these costly fragrances to fit into the budget.—*Jean Mowat*



LOS ANGELES

Gadgets Bring Good Results

THE emphasis is still on hair goods, or accessories for the hair, in Northwest department stores. In one store in Seattle an aisle table is piled high with displays of three different home wave sets, hair brushes, shampoo trays, both plastic and aluminum, hair dryers, and curlers.

Charlie Henniger, buyer for Meier and Frank, Portland, told us that he is wide open for any gadget that has to do with the care and improvement of hair. Other gadgets are bringing him good returns, he said,—for instance, De Vilbiss lipstick container type perfume atomizers, Arden's new eyebrow pencil, Hudnut's hair trimming comb.

Mr. Henniger had some trenchant things to say on the subject of sales training. "The wartime turnover of department store sales personnel has been pretty well stabilized by now," he said, "and a manufacturer's training program for department store sales girls can really go places. Every department store, of course, gives its sales personnel a certain amount of general sales training, which can and should be amplified by the department head at his regular section meetings, but many of the salesgirls in a department store toiletries section are direct employees of the various manufacturers represented there, and the specialized knowledge that such employees should have can best be supplied by the manufacturers themselves."

Mr. Henniger cited Lentheric as a manufacturer which carries out this procedure by training bulletins which go in series to its demonstrators. Various treatment houses travel special representatives who spend time with the permanent demonstrators in the stores of their accounts, but he feels that there is room for more of this specialized training. Buyers and section heads should be supplied with specialized information on manufacturer's lines, he said, which would be ammunition for the buyer in his group meetings. "It is time," Mr. Henniger went on, "for the old sales objective of the second article on every customer sale to be brought forward again, and salesgirls should be informed on the tie in on every manufacturer's line that makes this possible."

"Toiletries section group meetings can be a nuisance and a bore," Mr. Henniger said, "if they come to nothing more than pointing out failures or bawling out for oversights, but if material is supplied department heads which can be used for discussion and indications for improvement the girls will come to enjoy them, and by the same token, find much more enjoyment in their selling when they can do a good job of it." Selling is a game, Mr. Henniger feels, and anybody gets more please from a game when he or she understands how to play it. No manufacturer can succeed unless the all important bottleneck of the final transfer of his merchandise from the department and drug store sales person to the ultimate consumer is eased, and today the manufacturer has the opportunity to follow through on his item from the laboratory to the hands of Mrs. Shopper.

E. S. Oldemeyer, buyer for the Emporium, San Francisco, has instituted a series of meetings for his toiletries salesgirls in the Emporium cafeteria which the girls run themselves. Neither Mr. Oldemeyer nor assistant Cliff Moody appear at these meetings. The girls elect a president from among their group who conducts the meeting, and topics concerning the work of the girls in the department are brought up for round table discussion. The girls will welcome material supplied them by manufacturers which can be presented at these meetings which will help them in their selling, and Mr. Oldemeyer will be happy to pass on to them anything they can use. Occasionally reports are brought to the department head if anything turns up on which help is needed, and Mr. Oldemeyer feels that these meetings have been immensely helpful in building up an esprit de corps which goes far toward rounding out a closely compacted selling program.

Manufacturers can share in this progress by supplying these stores, and all the others on their books as well, with selling information which will enable the salesgirls to know more about the merchandise behind which they stand, and consequently increase their value to both the store and the manufacturers represented there.

—*Don Cowling*



PITTSBURGH

Packaging Appeal is Important

EYE appeal in packaging is more important now than it has been for the past several years.

That's the opinion of the majority of the girls-behind-the-counter. They ought to know; they have direct contact with the consumer every day.

Not all the appeal is in appearance, however. (And we do not speak of the "fluff" that goes into packaging, but the final jar or bottle that finds its way on Milady's dressing table.) The name of the product is very important. If it is something that carries a brand name, it is far easier to sell than a product the customer has never heard of before.

Some of the specific details in packaging that appeal to women appear to be these: Ease in handling (bottles that fit the hand, for example, or jars with lids that are easy to take off and put on). Size – not too big and bulky. Color – not too flashy. Boxes – women like to get a dollar size purchase in a neatly packaged box; it appears to be more expensive that way.

Two interesting promotions in this city recently in-

cluded the introduction of the John Robert Powers cosmetic line and the presentation of the fragrance "White Satin."

The former, brought here with the fanfare of a touring stage production, complete with well known models, created considerable interest. The method of presentation, plus the special counter set up in the cosmetic department, induced women to buy more than one item in the line. As one little clerk in a firm said to me, "I went down during my noon hour just out of curiosity, and here I am with more than five dollars' worth of cosmetics!" The same story was repeated to me at least a half dozen times by various girls in different salary ranges.

As for the promotion on the above-mentioned fragrance, a specialty store created interest by blowing bubbles from a niche above the main entrance. Inclement weather the first three days caused the bubbles to fly skyward too quickly for any tangible passerby curiosity, although they brought inquiries. "Fair" is the rating given on results to date.

The "two for one" sales that have been going on have had no phenomenal results. However, on known brands there is greater activity than on those not familiar. Special attention called to products with "two for one" price appeal bring a flurry of activity that is short-lived.

There are fewer women today who can be "talked into" a fifteen-dollar investment in cosmetics when they came in specifically for an item, according to sales girls. A good bargain is still appealing, but five-dollar bottles of cologne, jars of cream or regular priced items in economy sizes are harder to sell than they used to be.

The temporary wrinkle remover "Trill" has had good acceptance. The price keeps many potential customers from trying the item. How about a dollar size? It would certainly have wider appeal. Wrinkles (so I'm told) and how to handle 'em—like polka dots in the fashion business—are of everlasting interest to women.—*Lenore Brundige*



DALLAS

Public Resists Combination Sets

MOST cosmetics departments found a late Easter a boon to their business. March sales figures were only slightly below last year by a solid amount. Surprisingly enough both volume and per unit price compare favorably to last year's records.

Two department store buyers were emphatic on one point: they do not sell sets. They believe the manufacturers are attempting to foist an unpopular fragrance upon the public by combining it with a proved favorite. But, they report, the customers are not biting. The trend toward a buyers market is evident and customers are sure of their tastes and are not deceived by special combinations. Both buyers mentioned one exception, Faberge whose combination sets combine fragrances of proved popularity.

Single items, nationally advertised, move much faster and cosmetic buyers are becoming more and more hesitant about stocking combination sets which only gather dust on their shelves.

The chain drugs, on the other hand, are not so adamant about this practice. They find, if well priced, sets will move. They believe most of these go as gift items rather than for personal use.

One department store ran almost a full page ad on 12 sets as Easter Gifts four days before the holiday. This ad was sparked by a Harriet Hubbard Ayer's novelty fitted billfold with compact and lipstick, a brush set and dresser set. It also included two sets for men.



Manufacturers can share in sales programs by supplying information that will help sales girls know more about their merchandise.

All buyers, including the chain drugs, specialty stores and department stores report a drastic cutting in the number of lines being stocked. Buyers are watching customers very closely and are concentrating on items that sell well consistently.

Department stores find much more shopping being done. A tester is almost a necessity. Sales in any one product are boosted by a demonstrator for that particular item. For example, at one store although the Toni home permanents are far and away the biggest sellers in the Dallas market, the Richard Hudnut sets are the volume business because Hudnut has a demonstrator behind the counter. This store is trying a new policy beginning next month and, having no particular demonstrators for perfumes, allowing each clerk to cover the field.

The demands for home permanents still is very large in both drug and department stores. Demands for creme shampoos has shown an increase stimulated by several newspaper and counter promotions.

A. Harris and Co. reports spectacular results on two statement stuffers, one on Shulton's "Desert Flower" featuring the toilet water, dusting powder, sachet and perfume and the other on D'Orsay's "Intoxication," which was scented. Good results also were shown on special promotions on Rubinstein's "Silken Look" set, Coty's powder and cream lipstick combination and Revlon's new

"Touch of Genius" has also been selling very well.

Neiman-Marcus appealed to the higher price range with their promotion of Caron's "Fleurs de Rocaille."

—*Jean Shaffer*



NEW ORLEANS

Cosmetic Department Items Are Frequently Not Cosmetics

THE Easter Bunny was making music on New Orleans cash registers this month, and buyers were confident of equalling, perhaps topping, last year's sales. Sales for March were already above last year's figure, although last year, Easter was included in the March period. With Easter coming in April this year, stores saw no reason why the good March business should not continue.

Easter promotions varied in intensity from store to store (as usual, since stores here differ in the emphasis on cosmetics.) D. H. Holmes (also as usual) appeared to be giving its cosmetic department the most help with conspicuous window displays. Six large Easter fashion windows included a variety of cosmetic items well in the foreground. Lentheric's Confetti in an Easter package got good space. Dior's two fragrances took another window. Others shown were Ciro (Surrender and New Horizons), de Markoff's Virgin Flower, and Schiaparelli's Sleeping. Maison Blanche, the other big volume store here, fell behind on cosmetic windows. Smaller stores gave proportionate cosmetic space.

However, although many stores were doing good business, some of the items being plugged were not strictly speaking cosmetics, although sold by the cosmetic counters. A novelty wool bunny (with a slight scent) was the number one item at MB. Also being stressed were cosmetic accessories: jewelled lipstick and perfume holders. The Ann Haviland flower package was doing well, and this buyer stressed the value of special Easter packaging in her business. Mary Chess and Coty products, because their regular packages look Springlike, were also attracting gift sales.

Another consideration reported by the buyer of a big store here, in evaluating current business, was significant: Although sales were up and continuing, the sales record was not being maintained by standard lines and standard methods. Her biggest item in March was a novelty hair product: Hair Lock, manufactured by the Southwestern Laboratories. This package includes two jars of hair preparations plus a combination comb and brush, and is merchandised by demonstrators, who have attracted huge crowds for several weeks as they make lightning changes in coiffeur with the brush-comb technique. The brush itself, rather than the hair cosmetics, seems to be the attraction, and sales in this item alone were 'phenomenal'. The buyer of this department feels this proves the need for more 'old-fashioned demonstrating techniques as the last resort in our current slump'. It might be pointed out that, although demonstrations unquestionably boost sales, they are not favored by all store executives. Many here feel the technique lacks dignity. In this controversy, the merchandise managers and the department managers appear to be at odds. Perhaps manufacturers can dissolve this difference by their choice of demonstrators and the dignity of their routines.

Going behind the counter, we talked to several sales clerks in the two biggest cosmetic departments, to find out where, if at all, manufacturers fall behind in supporting sales personnel. Perhaps manufacturer-paid representatives are unwilling to risk free expression, but the girls we talked to were unanimous in approving present manufacturer methods. Meetings with district representatives, monthly bulletins, sales increase contests, local and national advertising are combined by most big houses, and the personnel we talked with failed to see where their manufacturers could do more. However, department buyers, who work with all houses and can make better comparisons, are not so placid. They report that the greatest deficiency on the part of many manufacturers is a failure to subsidize enough local advertising, which is of more value (they say) than the same amount of national advertising. Manufacturers differ widely in their policy. Some sponsor two two-column local ads per month, which is felt here to be the desired amount for any one line. However, many houses fall far short of this amount, and even the 'exclusive' lines do not always back their outlets in adequate advertising. This was alleged to be the greatest fault of manufacturers. Giveaways are also scarcer than department managers would like. Most stores keep good mailing lists for the rare occasion when a house offers sample distribution. Buyers feel this method of promotion pays off.—*Glendy Culligan*



ATLANTA

Stores Reaching For Business

THERE were more flowers than perfume in Atlanta's Easter Parade this year. And cosmetic departments were quick to feel the pinch of their usual best-selling pre-Easter item.

Cosmetics in general, however, sold about as well this year as the same pre-Easter period of 1948 and sales figures tallied about evenly. Arden's Easter novelties, the bunny containing a bottle of Eau de France toilet water and the plastic gem-studded eggs, holding flacons of perfume, led the sales parade.

Make-up (the essentials including powder, lipstick, creams and rouge) is moving smoothly off counters, but special treatments are more than generally by-passed.

Choice of lipsticks, as well as other makeup items, is running toward the rosy pink tones, led at the moment by Revlon's new Touch of Genius and Arden's Crimson Lilac. Creme powders are showing marked popularity each

day now, especially with the youngsters who are using it in place of powder.

Hand creams and lotions are high on the preferred list, as are deodorants, which have been almost as well received this past Winter as they were last Summer.

Eye makeup is more in demand than ever before especially the types that are packages to be carried around comfortably and safely in handbags.

One local department store recently turned over its entire facilities to the John Robert Power's menage, including Mr. Powers himself and eight of his most luscious models, who descended for a three-day demonstration of how, why and where to wear cosmetics, using, naturally, his own brand.

Another store which has had a steady flow of special representatives for manufacturers to demonstrate various treatments, is planning soon to open a special consultation room, off the cosmetic department, where customers will be invited to try out various new cosmetics, colors and equipment, such as chin straps and the like. They feel that customers will be much more susceptible to purchases of a corrective type in the privacy afforded by a room of this type.—*Maynita Gerry*



BUFFALO

Solid Sales in Table Accessories

LAST month's beginning pickup in toiletries has leveled off toward a momentary slump. But it's expected that gift purchases for Easter will do much to enhance total receipts for April.

At Flint & Kent, where the conservative "carriage trade" do most of their buying, the last four weeks have been a bit on the quiet side. However, steady sales were provided by the treatment lines of Elizabeth Arden, Dorothy Gray and Alexandra de Markoff . . . with quite a flurry being created by Revlon's new Touch of Genius.

It is interesting to note that information regarding solid sales in dressing table accessories was proferred by two stores of quite varying clienteles, without this accessory situation being pointedly investigated. One was J. N. Adam's, a style right but thrift-conscious store.

Regulation-size lipsticks are selling for $1.00. Perfume and cologne sales are on the upsweep at J. N. Adam's, the buyer adding that customers are always snooping around, inquiring about what they have that's new in fragrances or novelties.

The other store reporting steady business from dressing table accessories was L. L. Berger, a "high-fashion" store whose clientele is predominantly one of high incomes. The buyer here stated that they do a consistent, year-round business on jewelled dresser sets ranging in price from $35.00 to $60.00—the volume item being a set which sells for $41.50. For the past two weeks gaily colored bubbles wafting out onto Main Street from high up Berger's store front have combined with the White Satin fragrance being sprayed onto their sidewalk to subtly lure customers inside to the perfume counter.

—*Maggie Flemming*



CINCINNATI

Leg Make-Up Sales to Improve

MERCHANTS in other lines may be howling about sad sales, but there's no gnashing of the teeth or wailing among the cosmetics retailers.

Easter sales of Easter packages sold well from all stores, with name brands, as usual, outselling the less well known lines.

One of the hottest items in town, however, is one in which the cosmetic is really incidental. Mabley and Carew finally received shipments on small pottery items in which plants may be potted when the packet of bath salts or other cosmetic is removed. They're selling at $1 and $1.25, and the store can't keep them in stock. All unadvertised, Matchabelli's Stradivari Rose Shades are in demand (Mabley).

A city-wide promotion of Desert Flower, by Shulton, in fountains and counter displays, brought very satisfying results to all departments. Revlon's "Touch of Genius," also pushed in displays throughout town, had a similar pull. Likewise for the Coty face powder with the small lipstick enclosed, for which reorders had to be made.

The Hudnut home permanents with the new bottle added enjoyed large sales (probably because the women wanted to look nice under their new Easter bonnets) and the Toni wave set, which will be plugged by a representative in the store (Shillito), is expected to have a spurt of sales. A visit by that old trouper, Rose Laird, at Shillito resulted as usual in a solid boost in sales. A Robert Curley hair preparation demonstration paid off, and a low-price soap sale swamped clerks (Alms and Doepke).

Spring is late here, and that's making it good for the treatment lines. A cream promotion is set for Barbara Gould in May (Rollman). Other promotions will include the annual two-for-one Tussy cream deodorant, which is expected to be its usual hit, and the city-wide introduction, in newspaper ads and displays, of Dial soap, the deodorant soap. Buyers are highly optimistic about this in spite of its 25 cent price. All stores carrying Coty will have displays on the "Muguet du Bois" promotion and expect results. May also will mean sun lotion, sunburn cream, leg make-up promotions. Some stores (Shillito) will feature them in bathing suit-sports departments. Buyers don't figure on it, but, as a woman who hates to wear stockings in Summer, I predict that leg makeup will be popular again this year, especially if it's hot. Non-taxable items at low prices have been most popular here for the past year, with atomizers, perfume bottles and similar accessories moving steadily.—*Mary Linn White*

Odor Directory

Here is a new approach to odor description, adapted for the amateur as well as the professional perfumer ... Odors are defined by both odor numbers and words

ERNEST C. CROCKER,* FLORENCE N. DILLON*

CAPRYLIC V

Odor Number	Material	Application
7115	Musk Xylene	The cheapest of the musks. It has a fatty note in addition to the musky character and is used mainly in soap.
3215	Alcohol C-12	Fatty, fruity; used in traces to create fresh effects in perfumes.
2315	Acetate C-10	Fatty, fruity; used in geranium, rose, orange flower, etc. Also used as a flavor.
5315	Beta Naphthyl Ethyl Ether (Nerolin)	Similartothe Methyl Ether but finer.
4415	Butyl Anthranilate	A mild, fruity anthranilate, slightly fatty, grape-like.
5415	Cinnamyl Propionate	Reminiscent of grapes; used in artificial fruit essences.
6515	Veratraldehyde	Fruity, slightly musty, with a fatty note; used in flavors.
2225	Acetate C-8	Mild, fruity; used in peach and other fruity flavors, and in jasmin and orange blossom perfumes.
3225	Isobutyl Anthranilate	Orange blossom-like; used in orange blossom perfumes.
6474	Oil Cascarilla	Aromatic, cinnamon, peppery; used in incense and tobacco types, and as a flavor.
8674	Oil Labdanum	Heavy, powerful, resinous, woody; used for leather-like and ambergris effects.
6384	Oil Cade	Empyreumatic; used mainly in medicines. In perfumery, to give Russian leather effect.
4225	Octyl Butyrate	Heavy, fruity, orangey; used as a floral modifier.
5225	Benzyl Salicylate	Musty, somewhat balsamic, orangey; used as a solvent for artificial musks, and in carnation, jasmin, lilac, lily, etc.
6225	Isobutyl Salicylate	Resembles amyl salicylate, heavy, musty, somewhat orchid-like; used in trèfle, orchidee, etc.
4325	Diphenyl Methane	Mild orange-geranium like; often replaces geranium in soap perfumes.
5325	Furfural Acetone	Musty, fatty, slightly fruity.
7325	Phenylethyl Anthranilate	Winey, grape-like; used in gardenia and broom as a fixative.
2425	Acetate C-9	Flower, fruity; used in orange-flower, rose, etc.
5425	Terpineol	Lilac-like, musty, heavy, somewhat floral, slightly fruity; used in lilac and other floral compounds and in flavors.
6425	Terpinyl Anthranilate	Resembles muguet and orange blossoms; used in these and lilac and other floral compounds.
7425	Oil Sassafras	Musty, herby, minty, somewhat fruity, floral; used mainly in flavors.
4525	Lauryl Acetate	Musty, fruity.
5525	Phenylethyl Formate	Odor of eglantine; used in white rose blends.
7525	Oil Star Anise	A cruder anise; used in cheap flavors and in soap perfumes.
6625	Isoamyl Benzyl Ether	Gardenia-like; used mainly in soap perfumes.
4725	Lauryl Formate	Mild, but sharp, estery, musty.
5725	Octyl Crotonyl Acetate	Sharp, fruity, musty.
6725	Isopulegol	Sharp, minty, slightly like tuberose.
7725	Amyl Butyrate	Sharp, estery, fruity; used in fruit flavors such as pineapple, raspberry, apricot, etc.
4825	Ethyl Formate	Fruity essence; used in artificial fruity flavors.
3235	Ethyl Anthranilate	Orange flower type; used in synthetic neroli and jasmin compounds.
4235	Dimethyl Anthranilate	Orange flower type; used like the ethyl anthranilate.
5235	Methyl Anthranilate	Orange flower-like; used in orange, neroli jasmin, etc., and in flavors such as grape.
6235	Isosafrol	Fragrant, musty; used in soap perfumes, and oriental types.
4335	Amyl Cinnamate	Musty, amber-like; used as a fixative especially in oriental compounds.
5335	Hydrocinnamic Alcohol (Phenylpropyl Alcohol)	Musty, slightly resinous, reminiscent of hyacinth, mignonette, and styrax; used as a modifier in floral compounds especially in lilac, reseda and hyacinth.
6335	Styrax, resin	Naphthalin-like, resinous, balsamic, musty, used in hyacinth, jonquille, tuberose, etc.
7335	Geraniol	Musty, rosey; used in many floral compounds.
4435	Benzyl Cinnamate	Heavy, slightly musty; used in oriental compounds as a fixative.
5435	Amyl Benzoate	Musty, amber-like; used as a fixative in oriental types.
6435	Citronellol	Isomeric with rhodinol; sweet, rosey; used in rose, lily, etc.
7435	Rhodinol	Principle constituent of geranium oil; used in red rose and floral bouquets.
5535	Linalyl Anthranilate	Orange blossom type; used in neroli,

* Arthur D. Little, Inc., Cambridge 42, Mass.

(*Continued from April issue*)

		orange blossom and jasmin.
7535	Linalool	Isomeric with geraniol; odor very much the same; used in lily, sweet pea, rose, neroli, etc.
5635	Hydrocinnamic Acetate (Phenylpropyl Acetate)	Sharper odor than the alcohol, but otherwise much the same; used in lilac, muguet, etc.
5735	Amyl Phenylacetate	Sharp, musty, fruity; used in rose jasmin, etc.
6735	Isobutyl Furyl Propionate	Sharp, musty, fruity.
8735	Amyl Propionate	Fruity, musty; used mainly in flavor for adding fruity touches.
6835	Ethyl Amyl Ketone	Pungent, heavy, fruity; used in some fancy bouquets, but mainly in flavors.
5245	Methyl Phenyl Carbinol	Gardenia and hyacinth-like; used in floral compounds.
6245	Isobutyl Benzoate	Odor of eglantine; used in orange blossom, carnation, sweet pea, etc.
7245	Ethyl Salicylate	Similar to methyl salicylate but cruder; used in synthetic cassie.
5345	Amyl Salicylate (Orchidée)	Suggestive of orchids; used in synthetic orchid, trefle, carnation, new mown hay, etc.
6345	Phenylacetaldehyde Dimethyl Acetal	Green leaf type; used in lilac, lily, rose, etc.
7345	Tetrahydrogeraniol (Dimethyl Octanol)	Resembles geraniol but with more of a green note; used in many floral compounds.
8345	Neroli, absolute	Fresh, orange blossom-like, much concentrated so that the leaf notes are strongly evident; used in floral compounds.
4445	Linalyl Methyl Anthranilate	Orange blossom-like, with mandarin notes; used in neroli, orange blossom, etc.
6445	Oil Spearmint	Heavy, fatty, herby, slightly anisey; used mainly in flavors.
7445	Oil Fennel	Heavy, fatty anisey, with green notes; used mainly as a flavor.
8445	Tetrahydro Linalool	Heavy, fatty, linalool-like; used in lily, sweet pea, rose, neroli, etc.
5545	Dimethyl Benzyl Carbinol	Green leaf type; used in lilac, lily, hyacinth, etc.
6545	Methyl Isoeugenol	Sharp, spicey, green odor; used in carnation, lilac, etc.
5745	Citronellyl Formate	Sharp, bergamot-cucumber-rosey; used in rose, muguet, etc.
5255	Methyl Eugenol	Fatty, musty, spicey, but not as powerful or as spicey as eugenol, with pimenta-like notes; used in carnation, lilac, etc.
6255	Aldehyde C-14	Fatty, musty odor, resembling peach; used in flavors and in some perfumes.
4355	Hyacinth, absolute	Pungent, slightly woody, green odor; resembles hyacinth only on dilution.
5355	Oil Atlas Cedarwood, Moroccan	Green, cedary, of the mimosa type; used somewhat in floral bouquets.
5455	Oil Carrot Seed	Musty orris-like; used in violet.
6455	Oil Myrtle	Musty, piney; used in oriental compounds.
7455	Eugenol	Heavy, musty, spicey; used in carnation and other spicey perfumes.
5555	Phenyl Isobutyl Ketone	Heavy, musty, spicey, with a trace of green-wood.
6555	Acetophenone	Sharp, musty, spicey; used in hawthorn, mimosa, foin coupé, etc.
5655	Methyl Phenyl Carbinyl Acetate	Gardenia-like; used in floral compounds.
7655	Phenyl Acetaldehyde (50 per cent in Benzyl Alcohol)	Sharp, woody, green, floral; used in hyacinth, sweet pea, lilac, lily, jonquille, etc.
7265	Oil Cubeb	Odor resembles pepper; used in much the same way.
6365	Oil Petitgrain	Resembles neroli, but is cruder and more woody; used in floral, oriental and soap compounds.
7365	Oil Abies, Siberica	Pine needle-like; used in soaps, and insecticides.
5465	Oil Juniper	Piney, spicey; used mainly in flavors.
6465	Oil Guaiac Wood	Spicey tea-rose-like; used as a fixative in rose and violet types.
7465	Oil Spruce	Piney, spicey; used in pine compounds.
6565	Oil Mountain Laurel	Pungent with slightly woody top notes; little used.
7565	Oil Coriander	Spicey, woody, pungent; used mainly in flavors. In perfumes such as carnation, lily, etc.
7665	Resin, Elemi	Woody, spicey, somewhat musty; used as a fixative for heather and verbena types.
6375	Oil Parsley Seed	Woody, herby, musty; used mainly as a flavor.
7375	Oil Cardamom	Woody, musty, herby; used in oriental, chypre, etc., and especially as a flavor.
8375	Oil Angelica Root	Musky, resinous, spicey, peppery; used in flavors and in some perfumes of the oriental and chypre types.
5475	Oil Canada Snakeroot	Musty, resinous, resembling patchouli and ginger; used in flavors and in the heavier type perfumes.
6475	Oil Black Pepper	Musty, woody, resinous, not very pungent; used somewhat as a flavor.
7475	Oil Celery Seed	Musty, resinous, herby; used in sweet pea, tuberose, etc.
5575	Resin, Galbanum	Musky, musty, resinous; used as a fixative for mignonette and fern in soap perfumes.
7575	Oil Ginger	Musty, resinous, spicey; used in oriental types. Not used much as a flavor since it lacks pungency.
8575	Oil Olibanum	Musty, resinous, incense like; used as a fixative for heavy, oriental type and champaca.
7675	Oil Patchouli	Heavy, musty, resinous, woody; used in oriental, woody, and most heavy amber types as a fixative.
8775	Oil Cedarleaf (Oil of Thuja)	Heavy, musty, resinous, spicey, pungent; used in pine and cedar compounds.
4285	Hexyl Salicylate	Phenolic, slightly thyme-like.
5285	Carvacrol	Phenolic, minty, somewhat thyme-like; used as an antiseptic and a flavor.
6385	Oil Clary Sage	Musty, resinous, burnt, with amber like notes used in chypre and heavy perfumes.
6485	Salicylic Aldehyde	Heavy, phenolic; used somewhat in flavors.

CAPRYLIC VI

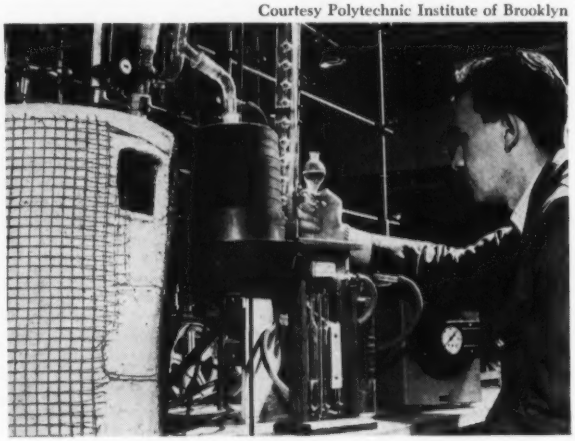
Odor Number	*Material*	*Application*
5226	Oil Peppermint, natural	Crude mint; used for flavors.
6226	Eucalyptol (Cineol)	Odor resembles eucalyptus and spike lavender; used somewhat as a flavor.
7226	Oil Eucalyptus	Mild, lavender, camphor-like, with a piney note; used mainly as a flavor.
5326	Camphor	Heavy, somewhat pungent and cooling, not much used in perfumery.
6326	Oil Lavender, 30-32 per cent	A low ester lavender; crude; used in cheaper perfumes.
6326	Oil Lavendin	Heavy, somewhat camphor-like, a crude lavender; used in cheaper perfumes.
7326	Oil Spike Lavender	Camphoraceous, somewhat like rosemary, more powerful lavender than the one of low ester content; used in soap perfumes.
6286	Tolyl Aldehyde	Heavy, burnt odor resembling benzaldehyde; used as a modifier for bitter almond flavors.
7286	Oil Bitter Almond	Heavy, burnt, pungent odor; used mainly as a flavor.
4236	Benzophenone	Musty, rosey; a fixative for rose and geranium perfumes.

6236	Beta Naphthol Methyl Ether (Yara Yara)	Heavy, musty, orange flower type; used in orange blossom, etc.
4336	Diphenyl Oxide	Musty, somewhat harsh; used in rose and geranium as a fixative.
6336	Phenylacetic Acid	Honey-like; somewhat horsey, reminiscent of civet; used in floral compounds and as a flavor.
4436	α-Methyl β-Furyl-acrolein	Mild, musty, honey-like; used in floral compounds and as a flavor.
6436	Methyl Aceto-phenone	Aromatic, slightly musty; used in new mown hay, mimosa, cassie, lilac, hawthorn, etc.
7436	Ethyl Cinnamate	Penetrating, slightly musty, spicey; used in floral and oriental types as a fixative.
5536	Paramethoxy Aceto-phenone (Epenone)	Musty, sharp, heavy; used as a fixative for lilac, tuberose, mimosa, etc.
6536	Benzylidene Acetone	Heavy, pungent, tenacious; used in lilac, sweet pea, heliotrope, etc.
6636	Ethyl Phenylacetate	Sharp, sweet, suggestive of honey; used as a fixative in rose, orange blossom, etc.
7636	Methyl Phenylace-tate	Sharp, sweet, suggestive of honey and rose; used as a modifier in rose, etc.
6246	Menthol	Strong cooling effect, used mainly for flavoring in the same way as peppermint.
4346	Borneol	Camphoraceous, piney; used in pine compounds.
5346	Isoborneol	Camphoraceous, piney; used in pine compounds.
7346	Methyl Cinnamate	Heavy, musty, spicey, slightly fruity; used as a floral fixative.
8346	Oil Cajeput	Odor somewhat like Eucalyptus; used slightly as a flavor.
6446	Cyclonol (1-Methyl 3-Dimethyl) Cyclo-hexanol-5	A menthol substitute, but cruder.
7446	Oil Rosemary	Minty, herby, somewhat camphoraceous; used as a flavor and in perfumes such as toilet waters.
8546	Oil Geranium	Slightly musty, heavy, floral; used in geranium, rose, etc.
7256	Oil Pennyroyal, Imported	Somewhat harsh and penetrating mentholic, herby; used with origanum, thyme, etc.
6356	Ethyl Benzoate	Harsh, musty; used mostly in soaps.
7356	Methyl Benzoate	Harsh, musty; used mostly in soaps.
7456	Cedrenol	Harsh, musty, woody; one of the main constituents of cedarwood oil.
8556	Oil Bay	Heavy, musty, citrus, somewhat metholic; used in bay rum compounds and somewhat in carnation.
7656	Oil Lemongrass	Sharp, citral notes with a greasy heavy character; used in soaps.
6966	Oil Mint, Timidja	A crude, woody mint.
7266	Oil Marjoram, sweet	Minty, herby, woody; used mainly in flavors.
6366	Oil Origanum	Minty, herby, woody; used mainly in flavors.
7366	Oil Estragon (Tarragon)	Minty, herby, somewhat anise-like; used mainly in flavors, but in perfumes of the chypre, fougère types.
8366	Oil Pimenta Berries	Minty, musty, all-spice; used in carnation perfumes and in flavors.
6466	Oil Thyme, white	A purified thyme with a smoother odor than the red, minty, herby, woody; used in flavors and in some perfumes.
8466	Oil Basil, sweet	Minty, herby, woody; used in chypre, mignonette, jonquille, etc., also in flavors.
6566	Oil Citronella, Ceylon	Lemon, herby, somewhat minty; used in fly spray compounds.
6276	Oil Artemisia Moroccan (Absinthe)	Minty, woody, herby, somewhat like rosemary; used mainly in flavors.
7576	Oil Savory	Minty, woody, herby; used mainly for flavors.
8576	Oil Calamus	Spicey, herby, woody; used mainly for flavors.
7676	Oil Sage, Dalmatian	Heavy, woody, herby; used mainly for flavors.
7386	Benzaldehyde	Heavy, burnt, pungent odor of bitter almonds; used in flavors for bitter almond effect and in a few perfumes of the violet type.

CAPRYLIC VII

Odor Number	Material	Application
4527	Delta Hydroxy Valeraldehyde	Sharp, musty, fatty, aldehyde odor.
5527	Methyl 1-3 Pentanediol	Sharp, musty, fatty, aldehyde odor.
6527	α-Ethyl β-Furylacrolein	Sharp, musty, fatty.
3337	Alcohol C-10	Musty, fatty; used in small amounts in floral bouquets especially orange blossom.
4337	Alcohol C-9	Musty, fatty; used in small amounts in floral bouquets, especially in orange blossom.
3437	Alcohol C-11	Musty, fatty; a modifier for floral bouquets, especially rose.
5437	Methyl Tuberate	Heavy, musty, fatty; used in rose, tuberose, etc.
5637	Octyl Methyl Ketone	Heavy, sharp, musty, fatty; used in traces in gardenia and sweet pea.
4737	Hexyl Formate	Heavy, pungent, musty, fatty.
5737	Methanyl n-Butyrate	Heavy, pungent, musty, fatty.

Courtesy Polytechnic Institute of Brooklyn



Some of the great minds in the field of organic chemistry are employed in the synthesis and development of synthetic aromatics.

6737	Amyl Acetate	Heavy, fatty, fruity; used mainly in flavors for fruity effects.
7737	Isobutyl Acetate	Heavy, fatty, fruity; used mainly in flavors for fruity effects.
5837	Linalyl Formate	Heavy, fruity, fatty; used for red rose effects.
6837	Ethyl Propionate	Heavy, fruity, fatty; used in flavors almost exclusively.
3447	Aldehyde C-9	Heavy, fatty, musty; used in rose and orange blossom bouquets.
4447	Alcohol C-8	Heavy, fatty, musty; used in floral bouquets, especially rose, jasmin and modern French as a modifier.
5447	Aldehyde C-10	Heavy, fatty, musty; occurs in neroli and sweet orange; used in floral bouquets.
4547	Aldehyde C-11	Heavy, fruity, fatty, musty; used in rose bouquets.
5547	Aldehyde C-12	Heavy, fruity, fatty, musty; used in floral bouquets.
5647	Ethyl Oenanthate	Heavy, fruity, musty, wine-like; used mainly in flavors.
6647	Aldehyde C-8	Heavy, fruity, musty; used in jasmin, rose and violet.
6747	Ethyl Butyrate	Heavy, fruity, musty; used mainly in flavors.

7747	Amyl Formate	Heavy, fruity, musty; used mainly in flavors.
7847	Ethyl Acetate	Heavy, fruity, musty; used mainly in flavors.
5557	Methyl Heptine Carbonate	Green violet-leaf odor; used very sparingly in floral bouquets, especially violet and sweet pea.
6557	Bromstyrol	Strong, pungent, hyacinth-like; used in hyacinth, lilac, etc. especially in soaps.
5757	Hydrotropic Aldehyde (Phenyl-propionaldehyde)	Harsh, hyacinth-like odor; used in hyacinth, lilac, rose, especially in soaps.
6757	Hydrocinnamic Aldehyde (Phenylpropyl Aldehyde)	Powerful, harsh, hyacinth-like; used in floral, oriental, etc.
5857	Methyl Heptenone	Heavy, harsh, fruity, odor like isobutyl acetate; used in cheap soap perfumes.
7367	Oil Manevero	Much like costus, heavy, pungent, burnt.
6467	Citronellal	Heavy, musty, fruity, much like citronella but cruder; used in cheap compounds.
5567	Oil Niaouli (Gomenal)	Heavy, musty, burnt, fruity; used with eucalyptus in medical preparations.
6567	Oil Thyme, red	Heavy, musty, herby, burnt, fruity; used mainly in flavors; in traces in some perfumes.
5667	Oil Opoponax	Heavy, musty, balsamic, sharp; used in some modern types.
7667	Oil Tansy	Heavy, musty, burnt; used mainly in flavors; occasionally in some perfumes.
5377	Thymol	Heavy, burnt, minty; used mainly as an antiseptic.
5477	Oil Galbanum	Balsamic, green, slightly flowery; used occasionally in fancy bouquets.
6477	Oil Wormseed, American	Heavy, balsamic, green odor; used mainly in medicines.
6577	Oil Rue	Heavy, pungent, burnt, herby; used in some floral bouquets such as sweet pea.
7577	Fig Leaf resin	Heavy, pungent, green herby.
6677	Oil Wormwood	A somewhat cruder Artemisia (absinthe); used mainly as a flavor.
7677	Oil Angelica Seed	Much like Angelica root, but cruder; used in flavors and in some modern perfumes.

CAPRYLIC VIII

Odor Number	*Material*	*Application*
3328	Tincture Ambergris	Mild, animal odor, the least animal-like of the four animal extracts. The concentrated material is much more burnt and resinous; used as a fixative for most of the finer perfumes.
5428	Tincture Castoreum	Heavy, musty, animal-like; used as a fixative in many perfumes.
6238	Indol	Powerful, somewhat like civet; used in traces in some floral bouquets as jasmin, orange flower, gardenia, etc.
4338	Tetraquinone	Odor resemble civet; used as a fixative in small amounts.
5438	Tincture Tonquin Musk	Heavy, animal-like; used as a fixative in many perfumes.
7638	Ethyl Valerianate	Heavy, musty, fruity, estery; used in flavors.
5448	Tincture Civet	Heavy, musty, animal-like; used as a fixative in many perfumes.
6458	Cuminic Aldehyde	Heavy, buggy, musty; used sparingly in some floral types as lilac, cassie, orris, lily, mimosa, etc.
8558	Oil Cumin	Same as cuminic aldehyde but more powerful; used only in traces.
6368	Oil Caraway	Heavy, herby, burnt, somewhat buggy; used very sparingly in perfumes as cassie; also used in flavors.
7468	Oil Costus	Heavy, herby, burnt; used in small amounts in violet types.
5578	Octyl Phenol	Heavy, phenolic, animal-like, almost nauseous.
5778	Diacetyl	Heavy, burnt, very powerful; in great dilution it has a buttery note for which it is used in flavors.

ODOR DIRECTORY

Part II—Index

Aromatic Chemicals and Natural Odorants

Material	*Number*
Acetanisol	7324
Acetate C-8	2225
Acetate C-9	2425
Acetate C-10	2315
Acetate C-12	2223
Acetophenone	6555
Acetyl Isoeugenol	6524
Alcohol C-8	4447
Alcohol C-9	4337
Alcohol C-10	3337
Alcohol C-11	3437
Alcohol C-12	3215
Aldehyde C-8	6647
Aldehyde C-9	3447
Aldehyde C-10	5447
Aldehyde C-11	4547
Aldehyde C-12	5547
Aldehyde C-14 (peach)	6255
Aldehyde C-16 (strawberry)	5423
Aldehyde C-18 (coconut)	7434
Allyl Capronate	7823
Amyl Benzoate	5435
Amyl Butyrate	7725
Amyl Cinnamate	4335
Allyl Caproate	7823
hyde Jasmin Aldehyde)	7833
Amyl Cinnamic Aldehyde Dimethyl Acetal	7734
Amyl Crotonyl Acetate	7723
Amyl Formate	7747
Amyl Phenylacetate	5735
Amyl Propionate	8735
Amyl Resedoate	5628
Amyl Salicylate (or chidée)	5345
Anethol	6324
Anisic Acid	3112
Anisic Aldehyde (aubepine)	5323
Anisic Alcohol	4212
Anisyl Acetate	4323
Amyl Acetate	6737
Anisyl Formate	3212
Anisyl Propionate	4523
Benzaldehyde	7386
Benzophenone	4236
Benzyl Acetate	5523
Benzyl Alcohol	4223
Benzyl Benzoate	3111
Benzyl Butyrate	7623
Benzyl Cinnamate	4435
Benzyl Formate	4655
Benzyl Isoeugenol	6314
Benzyl Propionate	5623
Benzyl Salicylate	5225
Benzylidene Acetone	6536
Beta Naphthol Ethyl Ether (Nerolin)	5315
Beta Naphthol Methyl Ether (Yara Yara)	6236
Borneol	4346
Bornyl Acetate	5244
Bromstyrol	6557
Butyl Anthranilate	4415
Camphor	5336
Carvacrol	5285
Cedrene	3244
Cedrenol	7456
Cedrol	4244
Cinnamic Acid	6224
Cinnamic Alcohol	4423
Cinnamic Aldehyde	7654
Cinnamyl Acetate	6423
Cinnamyl Cinnamate	8324
Cinnamyl Propionate	5415
Citral	7733
Citronellal	6467
Citronellol	6435
Citronellyl Acetate	6432
Citronellyl Butyrate	6532
Citronellyl Formate	5745
Citronellyl Phenylacetate	6443

Citronellyl Propionate	7532
Coumarin	5114
Cuminic Aldehyde	6458
Cyclamen Alcohol	6322
Cyclamen Aldehyde (Isopropyl-a-Methyl Hydrocinnamic Aldehyde)	6424
Cyclamen Butyrate	6622
Cyclamen Propionate	6422
Cyclogeraniol	7543
Cyclohexyl n-Butyrate	8624
Cyclohexyl Cinnamate	2224
Cyclonol (1-Methyl 3-Dimethyl Cyclohexanol -5)	6446
Delta Hydroxy Valeraldehyde	4527
Diacetyl	5778
Diethyl Phthalate	3211
Dimethyl Anthranilate	4235
Dimethyl Benzyl Carbinol	5545
Dimethyl Benzyl Carbinyl Acetate	5653
Dimethyl Phthalate	4211
Diphenyl Methane	4325
Diphenyl Oxide	4336
Ethyl Acetate	7847
Ethyl Amyl Ketone	6835
Ethyl Anthranilate	3235
Ethyl Aubepine	5323
Ethyl Benzoate	6356
Ethyl Butyrate	6747
Ethyl Cinnamate	7436
Ethyl Formate Formic Ether)	4825
α-Ethyl β-Furanacrolein	6527
Ethyl Oenanthate	5647
Ethyl Phenylacetate	6636
Ethyl Propionate	6837
Ethyl Salicylate	7245
Ethyl Valerianate	7638
Ethyl Vanillin	6123
Eucalyptol	6226
Eugenol	6455
Farnesol	4412
Floral Absolutes:	
Hyacinth	4355
Jasmin	7643
Neroli	8345
Rose	8544
Furanacrolein	7214
Furfuralacetone	5325
Geraniol	7335
Geraniol Palmarosa	7443
Geranyl Acetate	5423
Geranyl Benzoate	4424
Geranyl Butyrate	6623
Geranyl Formate	6734
Geranyl Phenylacetate	5634
Geranyl Propionate	5632
Heliotropin Piperonal)	8124
Hexyl Acetate	5633
Hexyl Butyrate	3623
Hexyl Caproate	2633
Hexyl Cinnamic Aldehyde	6723
Hexyl Formate	4737
Hexyl Propionate	3633
Hexyl Salicylate	4285
Hydrocinnamic Acetate (Phenylpropyl Acetate)	5635
Hydrocinnamic Alcohol (Phenylpropyl alcohol)	5335
Hydrocinnamic Aldehyde (Phenylpropyl Aldehyde)	6757
Hydrotropic Aldehyde (α-Phenyl Propionaldehyde)	5757
Hydroxycitronellal	5324
Hydroxycitronellal Dimethyl Acetal	6212
Indol	6238
α-Ionone	7253
β-Ionone	7353
Isoamyl Benzyl Ether	6625
Isoborneal	5346
Isobornyl Acetate	5244
none (Epenone)	5536
Isobornyl Propionate	6334
Isobutyl Acetate	7737
Isobutyl Anthranilate	3225
Isobutyl Benzoate	6245
Isobutyl Cinnamate	5234
Isobutyl Furyl Propionate	6735
Isobutyl Phenylacetate	6523
Isobutyl Salicylate	6225
Isocitronellyl Acetate	6263
Isoeugenol	7624
Isopulegol	6725
Isopulegyl Acetate	5734
Isosafrol	6235
Lauryl Acetate	4525
Lauryl Formate	4725
Linalool	7535
Linalyl Acetate	6343
Linalyl Anthranilate	5535
Linalyl Benzoate	6543
Linalyl Butyrate	7634
Linalyl Cinnamate	6624
Linalyl Formate	5837
Linalyl Isobutyrate	6342
Linalyl Methyl Anthranilate	4445
Linalyl Propionate	6534
Menthol	6246
Methalyl n-Butyrate	5737
p-Methoxy Acetophenone (epenone)	5536
Methyl Acetophenone	6436
Methyl Anthranilate	6235
Methyl Benzoate	7356
Methyl Cinnamate	7346
3-Methyl Coumarin	6114
Methyl Eugenol	5255
α-Methyl β-Furylacrolein	4436
Methyl Heptenone	5857
Methyl Heptine Carbonate	5557
Methyl Ionone	7232
Methyl Isoeugenol	6545
Methyl Naphthyl Ketone	6214
Methyl 1-3 Pentanediol	5527
Methyl Phenylacetate	7636
Methyl Phenyl Carbinol	5245
Methyl Phenyl Carbinyl Acetate	5655
Methyl Salicylate	8223
Methyl Tuberate	5437
Musk Ambrette	7124
Musk Ketone	7123
Musk Xylene	7115
Nerol	8443
Nerolidol	3323
Neryl Acetate	5532
Octyl Butyrate	4225
Octyl Crotonyl Acetate	5725
Octyl Methyl Ketone	5637
Octyl Phenol	5578
Oils:	
Abies Siberica	7365
Almond, bitter	7286
Amyris Balsamifera	8254
Angelica Root	8375
Angelica Seed	7677
Anise, Russian	7323
Anise, Star	7525
Artemisia, Moroccan (Absinthe)	6276
Atlas Cedarwood, Moroccan	5355
Basil, sweet	8466
Bay	8556
Bergamot	6433
Black Pepper	6475
Bois de Rose, Brazilian	7234
Cabreuva	6434
Cade (Juniper Tar)	6384
Cajeput	8346
Calamus	8576
Canada Snakeroot	5475
Cananga	8524
Caraway	6368
Cardamom	7375
Carrot Seed	5455
Cascarilla	6474
Cassia	8654
Cedarleaf (Oil of Thuja)	8775
Cedarwood	5444
Celery Seed	7475
Chamomile	8754
Cinnamon, Ceylon	8644
Citronella, Ceylon	6566
Clary Sage	6385
Clove	7563
Copaiba	6344
Coriander	7565
Costus	7468
Cubeb	7265
Curacao Peel	4433
Cumin	8558
Estragon (Tarragon)	7366
Eucalyptus	7226
Fennel	7445
Galbanum	5477
Geranium, Bourbon	8546
Ginger	7575
Grapefruit	5333
Guaiac Wood	6465
Juniper	5465
Labdanum	8674
Lavendin	6326
Lavender, 30-32 per cent	6326
Lavender, 38-40 per cent	7424
Lavender 50-52 per cent	8424
Lemon, California	6643
Lemon, Messina	5533
Lemongrass	7656
Lime, distilled	7333
Mandarin	5443
Manevoro	7367
Marjoram, sweet	7266
Mountain Laurel	6565
Myrrh	4174
Myrtle	6455
Niaouli (Gomenal)	5567
Nutmeg	7473
Olibanum	8575
Opopanax	5667
Orange, bitter	4443
Orange, sweet, Californian	6333
Origanum	6336
Parsley Seed	6375
Patchouli	7675
Pennyroyal, imported	7256
Peppermint, natural	5226
Peppermint, distilled	7223
Petitgrain	6365
Pimenta Berries	8366
Pine Needle	6354
Rose Otto, Kazanlik	8444
Rosemary	7446
Rue	6577
Sage, Dalmatian	7676
Sandalwood	6444
Sassafras	7425
Savory	7576
Serpolet	7244
Spearmint	6445
Spike Lavender	7326
Spruce	7465
Sweet Birch	8224
Tansy	7667
Thyme, red	6567
Thyme, white	6466
Verbena	8633
Vetiver, Bourbon	7564
Vetiver, Haiti	5564
Wormseed, American	6477
Wormwood	6677
Ylang Ylang	8423
Phenyl Acetaldehyde (50 per cent in Benzyl Alcohol)	7655
Phenyl Acetaldehye Dimethyl Acetal	6345
Phenylacetic Acid	6336
Phenyl Benzoate	3124
Phenyl Cresyl Oxide	3423
Phenylethyl Alcohol	5224
Phenylethyl Acetate	5322
Phenylethyl Anthranilate	7325
Phenylethyl Butyrate	6522
Phenylethyl Dimethyl Carbinol (Centifol)	4333
Phenylethyl Dimethyl Carbinyl Acetate	4343
Phenylethyl Formate	5525
Phenylethyl Isobutyrate	5522
Phenylethyl Phenylacetate	4112
Phenylethyl Propionate	5312
Phenylethyl Salicylate	4314
Phenyl Isobutyl Ketone	5555
Resins:	
Balsam Peru	6234
Balsam Tolu	7334
Benzoin	7224
Elemi	7665
Fig Leaf	7577
Galbanum	5575
Labdanum	6464
Myrrh	5264
Oak Moss	7454
Olibanum	5464
Styrax	6335
Rhodinol	7435
Rhodinyl Acetate	5543
Rhodinyl Butyrate	7332
Rhodinyl Formate	7743
Rhodinyl Isobutyrate	7432
Rhodinyl Phenylacetate	6332
Salicylic Aldehyde	6485
Santalol	4344
Santalyl Acetate	4332
Santalyl Phenylacetate	4324
Terpineol	5425
Terpinyl Acetate	5353
Terpinyl Anthranilate	6425
Terpinyl Butyrate	6634
Terpinyl Propionate	7343
Tetrahydro Geraniol	7345
Tetrahydro Linalool	8445
Tetraquinone	4338
Thymol	5377
Tinctures:	
Ambergris	3328
Castoreum	5428
Civet	5448
Tonquin Grain Musk	5438
Tolyl Acetate	6633
Tolyl Aldehyde	6286
m-Tolyl Carbinyl Acetate	7633
Tuberol	8535
Tuberyl Acetate	8334
Tuberic Alcohol	8434
Vanillin	6113
Veratraldehyde	6515
Vetiveryl Acetate	5254

Essential Oil and Perfumery Progress

Here the author presents a comprehensive review of the recent developments in research in the field of essential oils, perfumes and synthetic aromatic chemicals.

DR. PAUL Z. BEDOUKIAN*

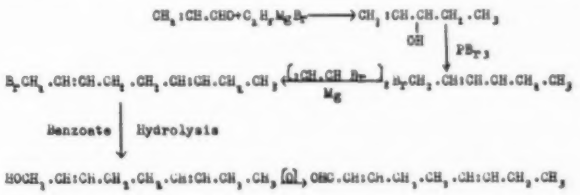
REFRACTIVE dispersion is a valuable tool in the analysis and evaluation of essential oils.[142] The perfume industry seldom uses the dielectric constants of compounds in the analysis of essential oils. A discussion of this method of analysis together with much data are given in another publication.[143] The same author makes a valuable contribution to the industry by giving extensive data on the ultra violet absorption of many oxygenated terpene compounds. [144]

A lengthy and interesting article deals with the analytical control of essential oils.[145]

ALDEHYDES AND KETONES

Aldehydes and ketones are among the most valuable perfumery synthetics and contribute greatly to the power and lift of many compositions.

Although the saturated fatty aldehydes have been in use for some decades, the unsaturated straight chain aldehydes are not yet in common use because of the difficulty of their preparation. It is therefore interesting to note a new synthesis of violet leaf aldehyde 2,6-nonadiene-1-al and its alcohol. Hunsdiecker and Wirth[146]



prepared it in the following manner: 1-penten-3-ol was obtained by reacting ethyl magnesium bromide on acrolein, which on treatment with phosphorus tribromide in petroleum ether in the presence of pyridine yielded 1-bromo-2-pentene. The latter was grignarded with 1,4-dibromo-2-betene to give nonadienyl bromide and other products. The bromide was converted to the benzoate and on saponification gave 2,6-nonadien-1-ol. Oxidation of the alcohol with chromic acid gave the aldehyde. The odor of the synthetic product thus prepared was, however, quite different from the natural product, possibly because of cis-trans configurational differences between the synthetic and natural product.

Two other alpha beta unsaturated aldehydes, namely 2-heptenal and 2-nonenal, have been prepared by reacting the appropriate aldehyde with malonic acid followed by lithium aluminum hydride reduction to give the unsaturated alcohol. This on oxidation with chromic acid gave the unsaturated aldehyde.[147] Undecylenic aldehyde has been produced by passing undecylenic and formic acids over manganese oxide catalyst.[148] A recent patent describes the preparation of aldehydes by the interaction of olefins with formalin in the liquid phase in the presence of catalysts.[149] Another patent describes the production of aldehydes from alkylene oxides.[150] Oxidation of alcohols with hypobromite solution was discussed in two publications.[151, 175] This process is more suitable for the oxidation of secondary than of primary alcohols. The preparation of mixed acetals has been described.[156]

TERPENE ALDEHYDES

Some interesting work has been done in the field of terpene aldehydes. The kinetics of acid catalyzed cyclization of citral and citronellal have been studied.[152] Treatment of beta-cyclocitral with N-bromsuccinimide gave 2,2,6-trimethyl-3,5-cyclohexadienal instead of the expected safranal.[153] The preparation of dehydrocitral has been reported.[154] Secondary products formed in the preparation of hydroxycitronellal have been studied and their constitution elucidated.[155]

The conditions necessary for the synthesis of benzaldehyde from benzene and carbon monoxide in the presence of aluminum chloride catalyst were studied in detail.[157] Condensation of benzaldehyde with methyl ethyl ketone with concentrated hydrochloric acid yielded 3-benzylidene-2-butanone and 1,5-diphenyl-2-methyl-1,4-pentadiene-3-one.[158] Cyclic acetals of cinnamic aldehyde have

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(Continued from April issue)

Citronellyl Propionate 7532
Coumarin 5114
Cuminic Aldehyde 6458
Cyclamen Alcohol 6322
Cyclamen Aldehyde (Isopropyl-a-Methyl Hydrocinnamic Aldehyde) 6424
Cyclamen Butyrate 6622
Cyclamen Propionate 6422
Cyclogeraniol 7543
Cyclohexyl n-Butyrate 8624
Cyclohexyl Cinnamate 2224
Cyclonol (1-Methyl 3-Dimethyl Cyclohexanol -5) 6446

Delta Hydroxy Valeraldehyde 4527
Diacetyl 5778
Diethyl Phthalate 3211
Dimethyl Anthranilate 4235
Dimethyl Benzyl Carbinol 5545
Dimethyl Benzyl Carbinyl Acetate 5653
Dimethyl Phthalate 4211
Diphenyl Methane 4325
Diphenyl Oxide 4336

Ethyl Acetate 7847
Ethyl Amyl Ketone 6835
Ethyl Anthranilate 3235
Ethyl Aubepine 5323
Ethyl Benzoate 6356
Ethyl Butyrate 6747
Ethyl Cinnamate 7436
Ethyl Formate Formic Ether) 4825
α-Ethyl β-Furanacrolein 6527
Ethyl Oenanthate 5647
Ethyl Phenylacetate 6636
Ethyl Propionate 6837
Ethyl Salicylate 7245
Ethyl Valerianate 7638
Ethyl Vanillin 6123
Eucalyptol 6226
Eugenol 6455

Farnesol 4412
Floral Absolutes:
Hyacinth 4355
Jasmin 7643
Neroli 8345
Rose 8544
Furanacrolein 7214
Furfuralacetone 5325

Geraniol 7335
Geraniol Palmarosa 7443
Geranyl Acetate 5423
Geranyl Benzoate 4424
Geranyl Butyrate 6623
Geranyl Formate 6734
Geranyl Phenylacetate 5634
Geranyl Propionate 5632

Heliotropin Piperonal) 8124
Hexyl Acetate 5633
Hexyl Butyrate 3623
Hexyl Caproate 2633
Hexyl Cinnamic Aldehyde 6723
Hexyl Formate 4737
Hexyl Propionate 3633
Hexyl Salicylate 4285
Hydrocinnamic Acetate (Phenylpropyl Acetate) 5635
Hydrocinnamic Alcohol (Phenylpropyl alcohol) 5335
Hydrocinnamic Aldehyde (Phenylpropyl Aldehyde) 6757
Hydrotropic Aldehyde (α-Phenyl Propionaldehyde) 5757
Hydroxycitronellal 5324
Hydroxycitronellal Dimethyl Acetal 6212

Indol 6238
α-Ionone 7253
β-Ionone 7353
Isoamyl Benzyl Ether 6625
Isoborneal 5346
Isobornyl Acetate 5244
none (Epenone) 5536
Isobornyl Propionate 6334
Isobutyl Acetate 7737
Isobutyl Anthranilate 3225
Isobutyl Benzoate 6245
Isobutyl Cinnamate 5234
Isobutyl Furyl Propionate 6735
Isobutyl Phenylacetate 6523
Isobutyl Salicylate 6225
Isocitronellyl Acetate 6263
Isoeugenol 7624
Isopulegol 6725
Isopulegyl Acetate 5734
Isosafrol 6235

Lauryl Acetate 4525
Lauryl Formate 4725
Linalool 7535
Linalyl Acetate 6343
Linalyl Anthranilate 5535
Linalyl Benzoate 6543
Linalyl Butyrate 7634
Linalyl Cinnamate 6624
Linalyl Formate 5837
Linalyl Isobutyrate 6342
Linalyl Methyl Anthranilate 4445
Linalyl Propionate 6534

Menthol 6246
Methalyl n-Butyrate 5737
p-Methoxy Acetophenone (epenone) 5536
Methyl Acetophenone 6436
Methyl Anthranilate 6235
Methyl Benzoate 7356
Methyl Cinnamate 7346
3-Methyl Coumarin 6114
Methyl Eugenol 5255
α-Methyl β-Furylacrolein 4436
Methyl Heptenone 5857
Methyl Heptine Carbonate 5557
Methyl Ionone 7232
Methyl Isoeugenol 6545
Methyl Naphthyl Ketone 6214
Methyl 1-3 Pentanediol 5527
Methyl Phenylacetate 7636
Methyl Phenyl Carbinol 5245
Methyl Phenyl Carbinyl Acetate 5655
Methyl Salicylate 8223
Methyl Tuberate 5437
Musk Ambrette 7124
Musk Ketone 7123
Musk Xylene 7115

Neral 8443
Nerolidol 3323
Neryl Acetate 5532

Octyl Butyrate 4225
Octyl Crotonyl Acetate 5725
Octyl Methyl Ketone 5637
Octyl Phenol 5578
Oils:
Abies Siberica 7365
Almond, bitter 7286
Amyris Balsamifera 8254
Angelica Root 8375
Angelica Seed 7677
Anise, Russian 7323
Anise, Star 7525
Artemisia, Moroccan (Absinthe) 6276
Atlas Cedarwood, Moroccan 5355
Basil, sweet 8466
Bay 8556
Bergamot 6433
Black Pepper 6475
Bois de Rose, Brazilian 7234
Cabreuva 6434
Cade (Juniper Tar) 6384
Cajeput 8346
Calamus 8576
Canada Snakeroot 5475
Cananga 8524
Caraway 6368
Cardamom 7375
Carrot Seed 5455
Cascarilla 6474
Cassia 8654
Cedarleaf (Oil of Thuja) 8775
Cedarwood 5444
Celery Seed 7475
Chamomile 8754
Cinnamon, Ceylon 8644
Citronella, Ceylon 6566
Clary Sage 6385
Clove 7563
Copaiba 6344
Coriander 7565
Costus 7468
Cubeb 7265
Curacao Peel 4433
Cumin 8558
Estragon (Tarragon) 7366
Eucalyptus 7226
Fennel 7445
Galbanum 5477
Geranium, Bourbon 8546
Ginger 7575
Grapefruit 5333
Guaiac Wood 6465
Juniper 5465
Labdanum 8674
Lavendin 6326
Lavender, 30-32 per cent 6326
Lavender, 38-40 per cent 7424
Lavender 50-52 per cent 8424
Lemon, California 6643
Lemon, Messina 5533
Lemongrass 7656
Lime, distilled 7333
Mandarin 5443
Manevoro 7367
Marjoram, sweet 7266
Mountain Laurel 6565
Myrrh 4174
Myrtle 6455
Niaouli (Gomenal) 5567
Nutmeg 7473
Olibanum 8575
Opopanax 5667
Orange, bitter 4443
Orange, sweet, Californian 6333
Origanum 6336
Parsley Seed 6375
Patchouli 7675
Pennyroyal, imported 7256
Peppermint, natural 5226
Peppermint, distilled 7223
Petitgrain 6365
Pimenta Berries 8366
Pine Needle 6354
Rose Otto, Kazanlik 8444
Rosemary 7446
Rue 6577
Sage, Dalmatian 7676
Sandalwood 6444
Sassafras 7425
Savory 7576
Serpolet 7244
Spearmint 6445
Spike Lavender 7326
Phenyl Acetaldehyde (50 per cent in Benzyl Alcohol) 7655
Phenyl Acetaldehye Dimethyl Acetal 6345
Phenylacetic Acid 6336
Phenyl Benzoate 3124
Phenyl Cresyl Oxide 3423
Phenylethyl Alcohol 5224
Phenylethyl Acetate 5322
Phenylethyl Anthranilate 7325
Phenylethyl Butyrate 6522
Phenylethyl Dimethyl Carbinol (Centifol) 4333
Phenylethyl Dimethyl Carbinyl Acetate 4343
Phenylethyl Formate 5525
Phenylethyl Isobutyrate 5522
Phenylethyl Phenylacetate 4112
Phenylethyl Propionate 5312
Phenylethyl Salicylate 4314
Phenyl Isobutyl Ketone 5555

Resins:
Balsam Peru 6234
Balsam Tolu 7334
Benzoin 7224
Elemi 7665
Fig Leaf 7577
Galbanum 5575
Labdanum 6464
Myrrh 5264
Oak Moss 7454
Olibanum 5464
Styrax 6335
Rhodinol 7435
Rhodinyl Acetate 5543
Rhodinyl Butyrate 7332
Rhodinyl Formate 7743
Rhodinyl Isobutyrate 7432
Rhodinyl Phenylacetate 6332

Spruce 7465
Sweet Birch 8224
Tansy 7667
Thyme, red 6567
Thyme, white 6466
Verbena 8633
Vetiver, Bourbon 7564
Vetiver, Haiti 5564
Wormseed, American 6477
Wormwood 6677
Ylang Ylang 8423

Salicylic Aldehyde 6485
Santalol 4344
Santalyl Acetate 4332
Santalyl Phenylacetate 4324

Terpineol 5425
Terpinyl Acetate 5353
Terpinyl Anthranilate 6425
Terpinyl Butyrate 6634
Terpinyl Propionate 7343
Tetrahydro Geraniol 7345
Tetrahydro Linalool 8445
Tetraquinone 4338
Thymol 5377
Tinctures:
Ambergris 3328
Castoreum 5428
Civet 5448
Tonquin Grain Musk 5438
Tolyl Acetate 6633
Tolyl Aldehyde 6286
m-Tolyl Carbinyl Acetate 7633
Tuberol 8535
Tuberyl Acetate 8334
Tuberic Alcohol 8434

Vanillin 6113
Veratraldehyde 6515
Vetiveryl Acetate 5254

Essential Oil and Perfumery Progress

Here the author presents a comprehensive review of the recent developments in research in the field of essential oils, perfumes and synthetic aromatic chemicals.

DR. PAUL Z. BEDOUKIAN*

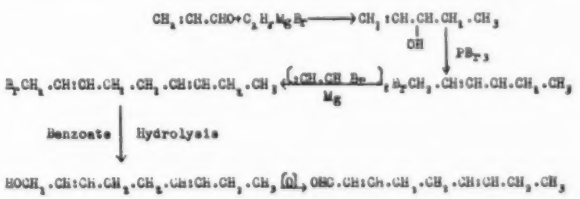
REFRACTIVE dispersion is a valuable tool in the analysis and evaluation of essential oils.[142] The perfume industry seldom uses the dielectric constants of compounds in the analysis of essential oils. A discussion of this method of analysis together with much data are given in another publication.[143] The same author makes a valuable contribution to the industry by giving extensive data on the ultra violet absorption of many oxygenated terpene compounds. [144]

A lengthy and interesting article deals with the analytical control of essential oils.[145]

ALDEHYDES AND KETONES

Aldehydes and ketones are among the most valuable perfumery synthetics and contribute greatly to the power and lift of many compositions.

Although the saturated fatty aldehydes have been in use for some decades, the unsaturated straight chain aldehydes are not yet in common use because of the difficulty of their preparation. It is therefore interesting to note a new synthesis of violet leaf aldehyde 2,6-nonadiene-1-al and its alcohol. Hunsdiecker and Wirth[146]



prepared it in the following manner: 1-penten-3-ol was obtained by reacting ethyl magnesium bromide on acrolein, which on treatment with phosphorus tribromide in petroleum ether in the presence of pyridine yielded 1-bromo-2-pentene. The latter was grignarded with 1,4-dibromo-2-betene to give nonadienyl bromide and other products. The bromide was converted to the benzoate and on saponification gave 2,6-nonadien-1-ol. Oxidation of the alcohol with chromic acid gave the aldehyde. The odor of the synthetic product thus prepared was, however, quite different from the natural product, possibly because of cis-trans configurational differences between the synthetic and natural product.

Two other alpha beta unsaturated aldehydes, namely 2-heptenal and 2-nonenal, have been prepared by reacting the appropriate aldehyde with malonic acid followed by lithium aluminum hydride reduction to give the unsaturated alcohol. This on oxidation with chromic acid gave the unsaturated aldehyde.[147] Undecylenic aldehyde has been produced by passing undecylenic and formic acids over manganese oxide catalyst.[148] A recent patent describes the preparation of aldehydes by the interaction of olefins with formalin in the liquid phase in the presence of catalysts.[149] Another patent describes the production of aldehydes from alkylene oxides.[150] Oxidation of alcohols with hypobromite solution was discussed in two publications.[151, 175] This process is more suitable for the oxidation of secondary than of primary alcohols. The preparation of mixed acetals has been described.[156]

TERPENE ALDEHYDES

Some interesting work has been done in the field of terpene aldehydes. The kinetics of acid catalyzed cyclization of citral and citronellal have been studied.[152] Treatment of beta-cyclocitral with N-bromsuccinimide gave 2,2,6-trimethyl-3,5-cyclohexadienal instead of the expected safranal.[153] The preparation of dehydrocitral has been reported.[154] Secondary products formed in the preparation of hydroxycitronellal have been studied and their constitution elucidated.[155]

The conditions necessary for the synthesis of benzaldehyde from benzene and carbon monoxide in the presence of aluminum chloride catalyst were studied in detail.[157] Condensation of benzaldehyde with methyl ethyl ketone with concentrated hydrochloric acid yielded 3-benzylidene-2-butanone and 1,5-diphenyl-2-methyl-1,4-pentadiene-3-one.[158] Cyclic acetals of cinnamic aldehyde have

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(Continued from April issue)

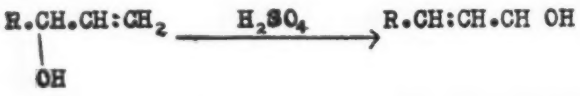
been prepared and their constants reported.[159] A review describes the methods of preparation of cyclamen aldehyde.[160] Two other reviews deal with aromatic perfumery aldehydes.[161, 162]

A new synthesis of aldehydes and ketones has been reported which involves heating substituted formamides at 190 deg. C. in the presence of Raney nickel.[163] The reduction products of cinnamylidene methyl ethyl ketone have been studied,[164] and similar experiments have been carried out with cinnamylidene acetone.[165] A recent patent deals with the liquid phase oxidation of phenyl ethane to acetophenone with chromic oxide at high temperatures and pressures.[166] An improved method of producing naphthyl ketones is disclosed in a British patent.[167] Cyclic ketals of various ketones have been prepared and their constants reported.[168] An extensive review has appeared on the various ketones used in the perfume industry.[169]

PERFUMERY ALCOHOLS

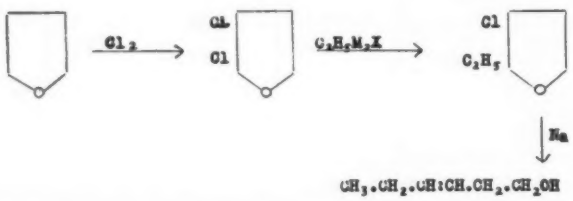
Some interesting reports have been published on a number of alcohols of value to the industry. Pure dl-lavandulol free from isomers has been synthesized.[170] Dehydrogenation of geraniol with reduced copper catalyst gave citronellal and an isomer instead of the expected citral.[171] According to an improved method of linalyl acetate manufacture reported in a patent, linalool is heated with acetic anhydride and the acetic acid formed removed by azeotropic distillation.[172] Methods of preparing pure geraniol by means of its calcium chloride addition products are described in two publications.[173, 174] The latter article gives a number of unusual esters of geraniol and their odors.

A recent patent describes the rearrangement of unsaturated aliphatic alcohols to primary alpha beta unsaturated alcohols.[176] This reaction may be of value in



the preparation of some unusual perfumery alcohols. A general method of preparation of beta gamma unsaturated alcohols involves the reaction of grignard reagent with dichlorotetrahydrofurane.[177] Thus, propyl grignard reacts with dichlorofurane to give 2-propyl-3-chlorotetrahydrofurane which on treatment with sodium yields 3-hepten-1-ol. This reaction can be applied to the synthesis of 3-hexen-1-ol which is necessary for the synthesis of violet leaf aldehyde 2,6-nonadien-1-al.[178]

The Bouveault-Blanc reduction of esters to the alcohols is well known and is widely used in the manufacture of perfumery alcohols. A new reagent, namely lithium



aluminum hydride is now available which gives yields of over 90 per cent in most cases.[179] Cost factors, however, prevent the widespread use of this process. A recent publication states that sodium reduction of fatty acid esters can be carried out with very high yields.[180]

A recent British patent[181] describes the reduction of acetophenone to phenyl methyl carbinol with copper and chromium catalyst. A thorough study has been made of the production of benzyl benzoate from sodium benzoate and benzyl chloride.[182]

VANILLIN

Pearl is continuing his investigations on vanillin and its derivatives. In view of a report that vanillic acid is a suitable preservative for food products, the numerous studies on the oxidation of vanillin to the acid are of special interest. A recent patent discloses that vanillic acid can be obtained by oxidizing vanillin with alkali metal hydroxides.[183] Vanillic acid can be obtained directly from the lignin sulfonate solution according to another patent.[184] Oxidation of vanillin to the acid has been the subject of British and Norwegian patents.[185] In continuation of his studies on the bactericidal properties of vanillic acid esters, Pearl[186] prepared a large number of its esters and determined their activity. Mercury derivatives of vanillin have also been prepared and their toxicity studied.[187] Vanillin has been converted to its acid and nitrile, and similar conversions have been carried out with syringaldehyde.[188] A British patent describes the oxidation of o-, p-vanillin and syringaldehyde. The synthesis of homovanillin is given in a publication.[190] A new synthesis of syringaldehyde has also been published.[191] An improved process for the production of vanillin from sulfite liquor is disclosed in a recent patent.[192]

A German publication notes that ethyl vanillin occurs in 4 crystalline modifications having melting points of 60, 65, 74, and 76 deg. C.[193]

SYNTHETICS OF GENERAL INTEREST

An improved method of Tyson's synthesis of indole involves the use of a mixture of potassium salts and sodium instead of potassium metal.[194] A recent patent[195] describes a simplification of Tyson's indole synthesis whereby potassium hydroxide is reacted with o-formotoluide and the resulting water removed by distillation. The potassium salt of formotoluide is then converted to indole by heating to 340-360 deg. C.

Gamma methyl-gamma-pelargonolactone is prepared in good yields by the interaction of amylmagnesium grignard with ethyl levulinate.[196] A recent patent describes the preparation of 4-hydroxycoumarin.[197] The reanother publication.[198]

REVIEWS OF GENERAL INTEREST

The literature includes numerous interesting reviews on various phases of the perfume and essential oil industry.

Methods of production, statistics, and properties of oils belonging to the citrus family are discussed in a publication.[199] A list of 60 families of plants and their varieties which contain essential oils is given in another report.[200] A recent article deals with the subject of essential oils.[201]

Reviews have also been published on various classes

of perfumery synthetics, some of which are mentioned elsewhere in this article. In addition to several other articles, Moncrieff has published general reviews on ethers used in perfumes[202] and ether esters.[203] Fourneau gives general methods of preparation of perfumery lactones and their uses.[204] Another article deals with perfumes of the terpene series.[205]

SCHIMMEL REPORT RETURNS

During the past year, a number of publications of a wider scope have appeared. The 1947 edition of Annual Reports on the Progress of Chemistry devotes twenty-four pages to aromatic compounds.[206] Schimmel and Company has published its Annual Report on Essential Oils and Aromatic Chemicals covering the year 1945.[207] This is the first post-war appearance of the very well known Schimmel Reports which have covered the field of essential oils and aromatics for over half a century. The present volume has been compiled and published in New York and is a welcome addition to the essential oil literature.

West[208] has published an interesting general review on perfumery synthetics. This 16 page article deals with many of the reactions involved in the preparation of a wide range of perfumery chemicals.

The present review is the author's fifth on the annual progress in the field of essential oils and related perfumery products.[209]

The outstanding publication of the year was the first volume of Guenther's "The Essential Oils."[210] This book has been reviewed in various journals and it is not the author's purpose to add further words of praise to this authoritative treatise. It will no doubt become the leading reference source for many years to come.

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Cosmetic Excise Tax Collections

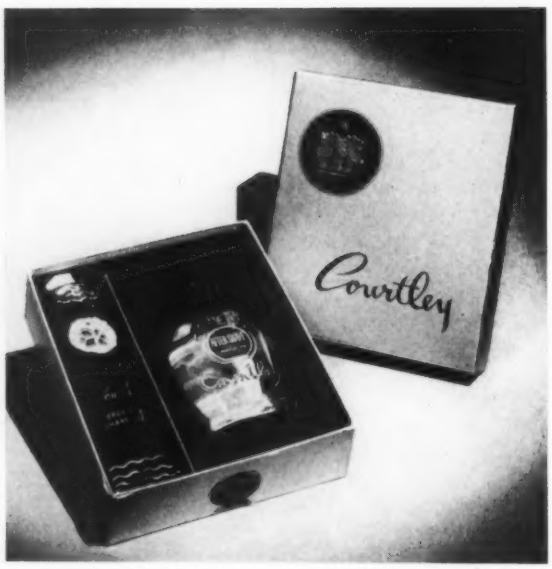
Tax collections for the twelve months ending March 1949 are:

	1949	1948	1947
January	9,648,063	10,371,512	
February	12,984,776	12,290,714	
March	6,796,181	6,927,991	
April		6,441,901	6,821,853
May		6,660,851	6,775,188
June		7,238,509	6,535,008
July		7,332,070	7,813,611
August		7,506,518	6,392,678
September		6,890,757	6,733,695
October		6,335,804	7,048,093
November		6,872,541	5,386,690
December		8,079,746	8,545,762



"First I use a cleansing cream and remove with tissues; Then . . .!"

Packaging Portfolio



COURTLEY

COURTLEY: Courtley readies a new gift set for Father's Day. The two-piece set contains a tube of brushless shave cream, or lather cream, and after shave lotion. In desert grey set-up box with maroon decorations. Price $1.50.

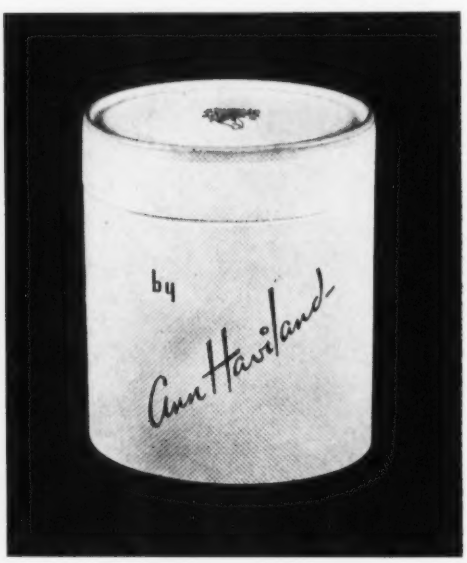
CORDAY: To tie in with RCA Victor's Perfume Set To Music promotion, Corday has designed a group of ensembles to carry out the theme. A bright Red Seal type label, with gold lettering, is used to decorate a cream colored hinged-top box. The six fragrances retail at $6.00.

ANN HAVILAND: Ann Haviland has a new talcum powder, boxed in a wrap featuring an embossed design which permits the user to get a firm grasp on the package. Lettering is green on white. Printing by Richard M. Krause.

CORDAY



HAVILAND



MENNEN

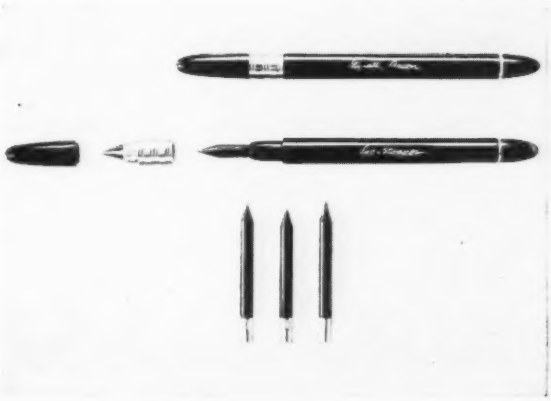


MENNEN: Mennen is packaging its baby powder in a can with a rattle on top which serves the dual purpose of holding the baby's attention while being powdered and as a rattle after the supply of powder is exhausted. Packaging is blue and white striped with pink rattle on top. Retails for 53 cents.

ELIZABETH ARDEN: Elizabeth Arden has introduced Eye-Stopper in a gold banded case. The eye pencil contains its own sharpener. Crayon refills are available and come in black, dark brown, light brown and blue. Priced at $2.25, plus 75 cents for two refills which are included.

TUSSY: Three colognes have been readied by Tussy Cosmetiques for Summer. The three fragrances, Midnight, Flower Mart and Naturelle, are packaged in square, shaped bottle, topped with a shiny brass cap and identified by the name hand-lettered in white script. They are sold individually at $1.00 each.

ARDEN



DERMETICS: Dermetics new Summer Lotion is twin packaged with its S. A. Cleanser. The display package has achieved an icy look by the use of blue-silver foil, white lettering edged in black, water-marks and icebergs. Both retail for $1.95.

DERMETICS



TUSSY



FLAVORS

Aromatic and Terpene Butyrates

The butyric acid esters of the aromatic and terpene alcohols have found a practical place for themselves on the flavorists' and perfumers' shelf.

MORRIS B. JACOBS, PH.D.

IN previous articles, the convention of classifying the esters of various aliphatic acids according to the aliphatic, aromatic, or terpene alcohol with which they were combined was adopted. This convention has served its purpose adequately for the use and application properties of these esters is consistent with such a classification. Thus it is to be noted that in general the aliphatic esters, particularly those of low molecular weight, are used as bulk components of flavors whereas the esters of the aromatic and terpene alcohols are generally used as modifiers, fixatives, and the like, and in addition have relatively wide use in perfumery.

AROMATIC BUTYRATES

Benzyl butyrate, $CH_3CH_2CH_2COOCH_2C_6H_5$, is a liquid with a pear aroma, a sweet taste, and a weak odor resembling jasmine. It boils at 238-240 deg. C. and has a specific gravity of 1.016. One volume of this ester is soluble in 6 to 8 volumes of 70 per cent alcohol and in 70 volumes of 45 per cent alcohol. It is insoluble in water. Because of its pear flavor it is recommended for use in apricot, banana, peach, pineapple, pear, raspberry, and strawberry formulations particularly to give a fruity note, but its concentration should be kept below 3 per cent in order to avoid having its own character predominate. Benzyl butyrate is one of the more common flavor components. It is used as a substitute for and in combination with benzyl acetate in jasmine, gardenia, and hyacinth type perfumes.

Phenethyl butyrate, $CH_3(CH_2)_2COOCH_2CH_2C_6H_5$, phenylethyl butyrate, is a liquid with a very fruity, honey flavor, a sweet taste, and a distinct tea-rose odor. It boils at 258-260 deg. C. and has a specific gravity of 1.001-1.002. One volume of the ester is soluble in 8 volumes of 70 per cent alcohol. It is insoluble in water. Phenethyl butyrate has been recommended for strawberry and raspberry flavors. It is suggested for use in honey and peach compositions and in small amounts in apple and pineapple essences. Phenethyl butyrate is used as a modifier for rose and floral odors and for modifying phenethyl alcohol.

Hydrocinnamyl butyrate, $CH_3(CH_2)_2COOCH_2(CH_2)_2C_6H_5$, phenylpropyl butyrate, is a liquid with a plum

• Professor of Chemical Engineering, Polytechnic Institute of Brooklyn.

flavor, a sweet taste, and a plum-like odor. It boils at 278 deg. C. and has a specific gravity of 0.989-0.991. One volume of the ester is soluble in 9 volumes of 70 per cent alcohol. It has been suggested for use in apricot, mirabelle-plum, and pineapple flavors. It does not appear to have extensive use in perfumery.

Cinnamyl butyrate, $CH_3(CH_2)_2COOCH_2CH{:}CHC_6H_5$, is a liquid with a honey flavor, a sweet taste, and a soft, smooth, agreeable fruity odor combined with a rose-like character. It has a specific gravity of 1.015-1.023. One volume of cinnamyl butyrate is soluble in 6 volumes of 80 per cent alcohol and in an equal volume of 90 per cent alcohol. This ester has been recommended for apple, banana, pear, pineapple, and, in general, in small amounts for nearly all fruit flavors. Other formulations for which it has been suggested are honey and peach. Cinnamyl butyrate has found some use in perfumery for crabapple and wisteria compositions. It is useful in all floral types.

Anisyl butyrate, $CH_3(CH_2)_2COOCH_2C_6H_4OCH_3$, is a related ester which has been recommended for incorporation into quince, apple, apricot, cherry, and peach flavors as a fixative and sweetener.

TERPENE ALCOHOL BUTYRATES

Citronellyl butyrate, $CH_3(CH_2)_2COOC_{10}H_{19}$, is a liquid with a plum-like aroma, a sweet taste, and a fruity rose-like odor which is similar to that of citronellyl acetate. It boils at 266 deg. C. and has a specific gravity of 0.889-0.891. One part of the ester is soluble in 6 to 9 parts of 80 per cent alcohol. Citronellyl butyrate has been recommended as a fruity modifier to be used in traces for apple and pineapple flavors. It has also been suggested for use in plum and honey essences. It is employed in perfumery to give rose-petal effects in rose, geranium, lavender, and various flower-type perfumes.

Rhodinyl butyrate, rhodinol butyrate is a mixture of esters having a berry flavor, a sweet taste, and a rose odor. It boils at about 266 deg. C. and has a specific gravity of 0.896-0.898. One volume of the mixture of esters is soluble in 8 volumes of 80 per cent alcohol. Rhodinyl butyrate has been recommended in traces for raspberry and blackberry flavors and for pear, apple, and pineapple essences. Other flavor chemists have suggested its use in berry compositions such as black currant, cranberry, gooseberry, and mulberry. Rhodinyl butyrate is a good fixative. It has been used for rose and Oriental Bouquet perfumes and as a modifier for geranyl butyrate.

Geranyl butyrate, $CH_3(CH_2)_2COOC_{10}H_{17}$, is a colorless liquid with an apricot flavor, a sweet taste, and a fragrant rose odor with a fruity note. It boils at 269 deg. C. and at 151-153 deg. C. under reduced pressure, 18 mm. mercury. One volume of the ester is soluble in 10 volumes of 80 per cent alcohol and in 560 volumes of 50 per cent alcohol. It is insoluble in water. Geranyl butyrate has been recommended for apple, pear, and pineapple flavors, and as a fruity modifier particularly for cherry and raspberry essences. Other compositions for which it has been suggested are apricot, and peach. This ester is used principally for rose perfumes. It blends well with apple blossom, crab-apple, geranium, and lavender compositions.

Geranyl butyrate is considered by some authorities to be finer than geranyl acetate. It has a somewhat more fatty odor character than linalyl acetate.

Linalyl butyrate, $CH_3(CH_2)_2COOC_{10}H_{17}$, is a liquid with a honey flavor, a sweet taste, and a sweet lavender odor with a balsamic note. There is a fairly close resemblance between linalyl butyrate and geranyl butyrate. Linalyl butyrate boils at 235 deg. C. and has a specific gravity of 0.929. It is soluble in 80 per cent alcohol and one volume is soluble in 180 volumes of 45 per cent alcohol. It is recommended for melon, greengage, and plum compositions, in traces for banana, pear, pineapple, and in essences to impart a honey note. This ester is used in Eau de Cologne, jasmine, mimosa and lavender perfumes.

Neryl butyrate $CH_3(CH_2)_2COOC_{10}H_{17}$, is an analogous liquid with a cocoa flavor, a sweet taste, and a rose-like odor. It has limited use in cocoa and chocolate type flavors.

Terpinyl butyrate, $CH_3(CH_2)_2COOC_{10}H_{17}$, is a liquid with a plum aroma, a bitter-sweet taste, and a pleasant flowery odor. It has a specific gravity of 0.945. It has been suggested for a considerable number of flavors among which may be mentioned apricot, banana, currant, gooseberry, cranberry, greengage, cocoa, cherry, melon, nut peach, plum, pineapple, raspberry, and strawberry. It has some use in perfumery, for instance for bergamot-type perfumes.

Guaiyl butyrate, $CH_3(CH_2)_2COOC_{15}H_{25}$, is a liquid with a plum flavor, a sweet taste, and a heavy odor. It has some limited use in flavoring in the preparation of plum and date essences.

It can thus be seen from a comparison of the properties of the aromatic and terpene butyrates with those of the aliphatic butyrates, that the former too, find greater use as modifiers and fixatives than do the aliphatic butyrates and that they have much more extensive employment in the preparation of perfumes than do the aliphatic butyrates.

Flavored Notes

Keenan, *J. Assoc. Official Agr. Chem.* 29, 173 (1946), has shown that the common varieties of commercial mustard seeds show differences in the characteristic polarization cross formed by the mucilage cells. Thus *Brassica alba* (white), *B. nigra* (black), *B. juncea* (Montana), *B. besseriana* (sarepta), and *B. arvensis* (charlock) all had mucilage cells but the polarization cross of these cells in *B. alba* were numerous and measured approximately 48 μ; it was absent in *B. nigra;* in *B. juncea,* the polarization crosses were not as numerous as in *B. alba* and measured approximately 30 μ; in *B. besseriana,* they were not at all numerous; and in *B. arvensis,* they were infrequent and measured approximately 30 μ and the palisade cells colored red with acidulated chloral hydrate.

* * *

This department has received a request for neomenthol. Who is a supplier of this chemical or who can make it?

* * *

The butyrates are relatively common components of berry flavors like raspberry and strawberry and are also useful for essences like apple, apricot, banana, and plum. Butyrates are also often used in butter flavors.—*M.B.J.*

India Producing Big Black Pepper Crop

A bumper crop of black pepper was being harvested in Southern India at the beginning of March 1949. Production in the 1948-49 crop year is estimated at 25,000 tons (56,000,000 pounds), compared with from 15,000 to 17,000 tons in 1947-48.

Bombay sources estimate the exportable surplus from the 1948-49 crop at 16,000 to 19,000 tons, although this seems high if the internal demand remains at 10,000 tons.

There was no carry-over from the subnormal 1947-48 crop. The pepper trade in Southern India thus faces the coming of the new crop with empty warehouses and an uncertain pride structure.

Exports of pepper from Madras and Bombay districts in the last quarter of 1948 amounted to 1,857,408 pounds, valued at $1,279,379. The United States was the principal customer, taking 1,513,904 pounds valued at $1,071,460. The U.S.S.R. purchased134,400 pounds, valued at $83,400. Other customers in order of importance were Egypt, Canada, Italy, United Kingdom and Burma.

National Confectioners' Ass'n Meeting

The National Confectioners' Association will hold its 66th annual convention June 5-9 at the Stevens Hotel, Chicago, Ill. An exposition is scheduled for the same time.

Flavoring Extract Mfgr's Ruby Jubilee

The Flavoring Extract Manufacturers' Association is to hold its 40th Annual Convention at the Hotel Drake, Chicago, Ill., May 16-18.

An unusually fine program has been arranged for the enlightenment of attending members and guests. Subjects to be covered are: "Flavoring as a Factor in Nutrition," Dr. N. C. Larsen, Polak & Schwarz, Inc.; "How Can Business Take It?," Phil S. Hanna, Chicago Daily News; "Flavoring Products Industry—Past and Future," Dr. Clarke E. Davis, Virgina Dare Extract Co.; "The Businessman Looks Ahead," Dr. Allen B. Stockdale, National Association of Manufacturers; "Report of the Scientific Research Committee," E. N. Heinz, Food Materials Corp.; "Let's Look Ahead," R. M. Kiefer, National Association of Retail Grocers; "Production and Utilization of Volatile Fruit Concentrates," R. Henry Morris III, U.S. Department of Agriculture; "Quartermasters' Preparedness Planning Program," Lt. Col. Clyde Simkus, U.S. Chicago Quartermaster Industrial Mobilization Planning Office; "The Food Industry is Moving Right Ahead," Paul S. Willis, Grocery Manufacturers of America; "Vanilla Market," Ray C. Schlotterer, Vanilla Bean Association of America; "Report of Alcohol Tax Committee," John C. Curlett, McCormick & Co.; "Sugar," S. W. Susmann, Meinrath Brokerage Co.; "Legislative Activities—Federal and State," James L. Donnelly, Illinois Manufacturers Association; "General Transportation Problems," A. H. Schwietert, Chicago Association of Commerce and Industry; and "Essential Oils," H. P. Wesemann, Essential Oils Association of America, Inc.

Fruit & Syrup Manufacturers Convention

The National Fruit & Syrup Manufacturers' Association is holding its 32nd Annual Meeting at the Hotel Drake, Chicago, Ill., May 19.

Flavored Notes

Hall discloses in U.S. patent 2,464,200, issued Mar. 15, 1949 and assigned to the Griffith Laboratories, Inc. a method for the preparation of a dry, free flowing powder containing papain which can be used in the household for tenderizing meats. For the purpose of psychological effect by aroma and for taste some of his compositions are given a meat-like aroma by incorporating meat-like flavors such as those given by beef extract, or a vegetable or animal protein hydrolyzate from which the glutamic acid component has been removed.—*M.B.J.*

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SOAPS

Detergents Gain on Laundry Soaps

TOTAL soap sales to consumers (including synthetic detergents but excluding toilet soaps) have been growing so fast that market saturation may be near, thus foreshadowing perhaps the keenest competition in years in the always hotly contested soap field.

The success of the new synthetics, which find their best markets primarily in hard-water areas, has produced an opposite reaction in the field of laundry bar soaps which, though losing ground in hard-water markets continue to hold their own where the water is soft and the synthetics apparently offer fewer advantages.

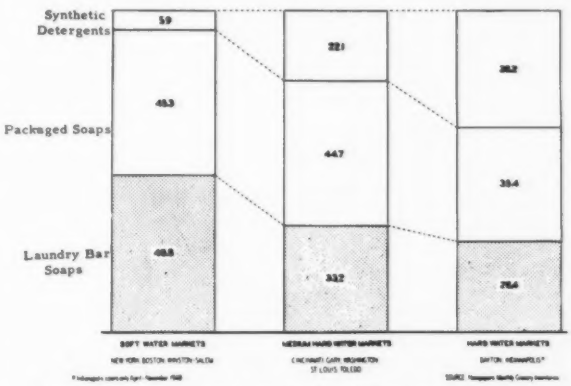
Such were two major conclusions offered today by the Bureau of Advertising, American Newspaper Publishers Association, as it released a new presentation, Market Trends for Packaged Soaps, Synthetic Detergents and Laundry Bar Soaps.

The new analysis, a companion-piece to the Bureau's 1948 presentation in the same field, Evaluating the Market for Synthetic Detergents is based on the findings of Monthly Grocery Inventories conducted by newspapers in 12 major markets and coordinated by the Bureau of Advertising's research department.

The soaring rise of synthetics in 1948 is changing the market picture so rapidly, however, the Bureau pointed out, that a new study was considered necessary, in answer to the demand of soap manufacturers themselves, within six months after the 1949 analysis was issued. The Bureau cited the climb of non-liquid synthetic detergents' sales from 69,000,000 lbs. in 1948's first quarter to 120,000,000 lbs. in the fourth quarter, as announced by Roy W. Peet, manager of the Association of American Soap & Glycerine Producers, as evidence of the growing impact of synthetics on the whole field.

The new analysis, therefore, has been designed for continuous updating in order to give soap manufacturers and their agencies at any time a virtually current picture of market trends in the areas covered by newspapers' Grocery Inventory research.

New proof of the ease with which synthetics invade hard-water areas as contrasted with their tough going where water is soft is given in one of the 28 charts of the new study, showing the detergents with only 5.9 per cent of the laundry soap market in three soft-water markets against 36.2 per cent of the laundry soap market in two hard-water cities. Conversely, laundry bar soaps in the



Composite for soft, medium hard and hard water cities of per cent of the laundry soap field—January-November, 1948.

three soft-water cities loom strong with 48.8 per cent of the market, while in the hard-water areas their share sags to only 28.4 per cent.

Another measure of the relative strength of laundry bar soaps in the face of their new synthetic competition in the soft-water areas shown by a monthly consumption at 3,318 bars per 1,000 families in a soft-water market against only 1,094 bars per 1,000 families in a market where the water is hard.

Newspapers whose Monthly Grocery Inventories provided all the basic data for the new analysis include the Boston Herald-Traveler, Cincinnati Post, Dayton Journal-Herald, Gary Post-Tribune, Indianapolis News & Star, New York World-Telegram, Los Angeles newspapers (Daily News, Examiner, Herald-Express & Times), St. Louis Globe-Democrat, San Francisco Examiner, Toledo Blade, Washington Times-Herald and Winston-Salem Journal & Twin City Sentinel.

Soap Exports Decline One-Third

The following is from a report released by the U.S. Department of Commerce, prepared by S. Picker and E. D. Schutrumpf:

Reflecting the transition in world soap production, United States soap exports in 1948, valued at $11,561,885, declined 31.2 percent from the 1947 peak, but reached 104 markets. The improved world supply of fats and oils permitted an increase in United States exports of soaps in the last half of 1948, but the 12-month allocation remained below the 1947 volume. Foreign soap production benefited by the freer availability of the raw materials, resulting in a less urgent demand for finished products from the United States and favoring the dollar conservation measures that during 1948 were even more pronounced in many countries.

Soap exports in 1948, when compared with the prewar total of $2,796,949 in 1938, increased tremendously. However, the present higher price levels must not be overlooked in making such comparisons. That demand at the close of 1948 continued at a high level is apparent from the fourth quarter shipments of $3,320,954, which were 5 percent larger than in the same period of 1947. While many countries have facilities for producing common laundry soap and to some degree soap powders, few are well equipped to manufacture the better quality toilet and medicated soaps. Their operations, however, were governed by the availability of raw materials so that the limited available production fell short of meeting local demand.

United States exports of toilet and medicated soap, valued at $6,010,517, were only 3 percent below the 1947 value; laundry soap shipments, $2,854,035, were slightly over half of the 1947 value; and powdered and flaked soap amounting to $1,509,468, dropped 41.5 percent from the 1947 level. All other types of soap products recorded substantial decreases.

UNITED STATES EXPORTS OF SOAP IN 1948

	1947	1948
	(Thousands)	
Medicated and toilet soap	$ 6,236.9	$ 6,010.5
Laundry soap	5,669.2	2,854.0
Powdered and flaked soap	2,580.9	1,509.5
Shaving creams	452.8	229.6
Shaving cakes, powders, and sticks	235.9	51.0
Scouring bricks, pastes, soaps (abrasive type), household washing powders	847.3	563.7
Other soap	792.1	343.6
Total	$16,815.1	$11,561.9

An analysis of country destinations of exports of these products interestingly reveals that in both 1947 and 1948 ten markets accounted for 67.7 percent of the years' total value. In each year, seven of the markets remained among the leaders.

UNITED STATES EXPORTS OF SOAP TO LEADING MARKETS, 1947-48

(Thousands of dollars)

Country	1947	Country	1948
Canada	2,856.0	The Philippines	2,345.8
The Philippines	1,671.9	Canada	1,629.2
U. S. S. R.	1,209.8	Venezuela	702.8
Haiti	965.1	Canal Zone	646.2
India	926.1	Panama	557.0
Cuba	885.6	Curacao	501.8
Poland	768.0	Union of South Africa	441.6
Curacao	726.7	Japan	400.0
Union of South Africa	706.6	Haiti	377.2
Canal Zone	670.3	Cuba	227.4
Total	11,386.1	Total	7,829.0

Canada, Canal Zone, and Haiti, in 1948 purchased more laundry soap than any other single type. Japan bought more powdered and flaked soap, while the remaining six leaders were primarily markets for toilet soap.

Peet, Others, on Brand Names Board

Four executives in the soap, drug and cosmetic fields were named to serve on Brand Names Foundation's Board of Directors for the coming year at a meeting of the association April 12.

The executives named are Roy W. Peet, manager of the Association of American Soap and Glycerine Producers; George S. McMillan, vice-president of the Bristol-Myers Co.; Edward S. Rogers, Chairman of the Board of Sterling Drug, Inc.; and William Werner, chairman of the Publicity and Public Relations Committee of the Association of American Soap and Glycerine Producers.

Controls Further Relaxed

On April 5, the U.S. Department of Agriculture announced the removal of high lauric acid fats and oils and rapeseed oil from import control under War Food Order 63. The Department listed the decontrolled items as babassu nuts and kernels, babassu nut oil, copra and coconut oil, palm nut kernels, palm kernel oil, and rapeseed oil.

A. E. Staley to Modernize

A. E. Staley Manufacturing Co., Decatur, Ill., is to replace its pioneer soybean oil expeller plant with a new and modern solvent extraction plant at a cost of "several million dollars." The extraction plant is to be erected on a site adjacent to the company's present plant, which was completed in 1945.

BOOK REVIEWS

THE READCO SURFACE ACTIVE AGENT FILE, Research Advisory Corp., Columbus, Ohio. 1947, brought up to date 1948, price $35.00.

Multiple entry punched cards are used to classify the host of surface active agents offered on the market. There are almost three hundred cards in the original set, since supplemented by new and additional cards to bring the file up to date.

Each card shows on it the following information:

Name of product
Physical & chemical properties
Solubility
Surface properties if any
Classification
Uses, Cost per pound and chemical composition.

In addition, the punched sides of the card carry the following data: type of surface active agent, name of manufacturer, stability, sinking time, spreading coefficient, surface and interfacial tension.

This data, is either printed on the card or is notched into the side of the punched card. As a result, any surface active agent with a given property may be extracted from the file by means of a sorting needle. The publisher suggests that only ¼ or less of the file be sorted at a time. The sorting needle is pushed through a given hole in the set of cards, the needle is raised, the pack shaken, and the cards that stick out are removed.

It is the sort of thing that has been needed. Anyone using surface active agents or making them, will find the file most valuable. There is nothing complicated about it, although it does give that impression at first sight. Abbreviations are used in many places, but a code to them is given with the file.

The data on any given item is quite good, covering sufficient ground to enable the worker to determine at a quick glance if further consideration of that product is desirable. A casual check of several well known surface active materials substantiates this fact.

No doubt the publisher intends to amend and expand the sets as new products are offered or as older ones are dropped. This reviewer can see another classification that could be used, namely *cosmetic usage,* but since the poundage of material sold to the cosmetic industry as compared to the cleaner and textile trades is small, it is no wonder it is not mentioned. — *M. G. de N.*

THE ESSENTIAL OILS, Vol. II by Ernest Guenther, Ph.D. 852 pages, illustrated and indexed, cloth, 6 x 9 inches. D. Van Nostrand Co., New York, 1949, price $10.00.

In this, the second volume of Dr. Guenther's monumental work on essential oils, data on several hundred of the more important natural constituents of essential oils have been assembled. The structural formulas, occurrence, methods of isolation and identification, the physico-chemical properties of these compounds have been described.

Authors are Dr. Guenther, and Darrell Althausen, Ph.D., with a special chapter by Frances S. Sterrett, Ph.D., on the Preparation of Derivatives of Essential Oil Constituents. The later chapter covers the more important derivatives used in the identification of essential oils.

In this volume, essential oil constituents are grouped according to the class of compound to which they belong: Hydrocarbons, alcohols, esters, aldehydes, ketones, lactones, etc. Included in the volume is a section of those terpenes, sesquiterpenes, and other compounds that have been described in literature, but the constitution of which is still unknown.

In no other work on the subject is the treatment of essential oil constituents so complete and up-to-date.

THE McCUTCHEON SURFACE ACTIVE AGENT FILE. John W. McCutcheon, New York, 1947, price $100.00 including punch and metal cabinet.

The price of this set seems high by comparison, but beside the physical equipment indicated, goes one years service in keeping the file up to date.

Each mimeographed card is punched and notched to enable the user to quickly extract from the set, the particular information being sought. The following data appear either in the punched border of the card or on the face of it:

Per cent active material
Principal uses
Name of material
Form
Type
Numerical Index
Chemical composition
Manufacturer
Special remarks

Over 600 materials are reported in this manner, new cards adding to the list, while old cards are deleted during intermittent revisions.

The author is well known in the field of detergents and as a result is able to give the benefit of his wide experience in the application of these materials in addition to knowing the background on many.

The cards are supplied in 5 x 8 x 12″ metal filing cabinet complete with a list of all the agents described, illustrated directions for use and a punch to notch the cards by the user for special classification.

The products covered are greater numerically by almost 50% over a similar file, as noted at the time of reviewing of both.

The use of a notched punched card to file data on trade named products is novel to a field of this type. Certainly it is a boon to the busy chemist or buyer in enabling him to get a lot of information with little effort.

The cards appear to be carefully punched and a check of a number of the cards on well known tradenamed products indicates the data to be accurate and sufficient. In a number of respects the present file appears to be more useful and more complete than the previously reviewed file. Yet because of the nature of each presentation, it is a toss up as to which is best. As far as this reviewer is concerned, he finds it desirable to use both. The data from one supplement and confirms the data from the other.—*M. G. de N.*

WASHINGTON PANORAMA



by ARNOLD KRUCKMAN

OFF the record, the impression prevailing in Government quarters is that the cosmetics and toiletries industry chiefly is seeking a way to avoid the law in its efforts to formulate a satisfactory fair trade practices rule. As the Government observers see it, the industry wishes to have the widest possible latitude in using demonstrators and making the deals to aid the sales of their particular and specific goods, regardless of the Clayton Act or the Patman law.

The latest and third hearing before the Federal Trade Commission, here, apparently has not cleared up the problems which brought forth the hearing. Government people are particularly impressed with the fact that the hearing dramatically demonstrated that there is absolutely no unanimity in the industry about its needs and wants and desires. The highly critical discussion of the definition of the term "customer," apparently especially made an impression on Government people. The conflict between the members of the industry at the hearing over this definition apparently overshadowed all other issues in the opinion of the Government observers. Naturally, it is assumed the conflict over the definition really cloaked far deeper and more fundamental issues which did not altogether come to the surface.

It seems unlikely at this writing that the fair trade practices rules and code will come into existence with any certainty and speed in the near future. It is axiomatic that the Government seldom acts upon any problem about which those involved are at variance. There are too many things of clear-cut demand that come before Government agencies for decision. It seems unlikely any decision in the cosmetics and toiletries code could be reached before Fall, if it can be reached at all.

NEW COMMISSIONER TO BE NAMED

John Carson, whose name is now before the Senate for confirmation, and who will probably be confirmed, is a conscientious citizen, and he will unquestionably wish to study the whole business carefully before coming to any conclusion. Carson, (presumably a Republican because he takes the place of former Commissioner Freer who is a Republican), is 60, and most of his active life has been as a well-known newspaper correspondent in Washington. He is liked and respected for his personality and integrity, although his philosophy is not particularly popular. For some years he has been the public relations man for the Cooperative League of the United States. He is well known on the Hill for his championship of the highly debatable but also extremely powerful co-ops. It is generally assumed he was placed on the FTC by the co-ops and the leftish folk who solidly support the co-ops. It is not expected that Carson will particularly see eye to eye with most of the philosophy enunciated at the hearings here by the representatives of the cosmetics and toiletries industry.

At this range it seems very unlikely that the code as proposed and discussed at the hearings will come into existence. Possibly a code-less future will appeal much more vigorously to the industry than the fair trade practices rule as it was formulated. It is the opinion of Government observers that since the effort to establish a code has been launched its abortion will inevitably lead to the Supreme Court. The issues unsettled will unquestionably be fought by the Government to the ultimate limit. And this naturally means that all questions undetermined will be left up in the air to plague the industry until the Supreme Court makes its ruling, some years hence.

COMMUNISM WILL CURTAIL IMPORTS

Most of the countries in Europe and Africa from which we obtain the materials used by the cosmetics and toiletries industry have gradually come under the domination of the Soviets. The nations either have become outright satellites or are so placed that they must take the orders of the Russians. There are students of the situation in the Department of Commerce and in the State Department who foresee hardships for the American industry which has hitherto drawn a large part of its needs from these sources. The Russians are very eager to build up the sources of supply in order to manufacture the products themselves, and to be in the position of controlling the supplies needed by other non-Soviet countries. It does not take much perspicacity to see that we Americans will not be among the earliest to receive priorities from the Russians. At the same time the Asiatic areas from which we get some supplies also are slowly passing under Soviet influence.

Middle and South America are proverbially mercurial, politically and socially. There is much leftis sentiment prevalent down there now. But, apparently, we could salvage considerable in the way of prospects if we really wish to do so. George Wythe, Chief, American Republics Branch, OIT, Department of Commerce, reports Latin-American exports in 1947 reached the unprecedented total of approximately $6,000,000,000. Its imports also reached the record total of $5,700,000,000. The major items of export included cacao, bananas, vegetable and floral oils, rice, meat, metals, grains, petroleum, sugar, and coffee. Latin-America sent over 40 per cent of these exports to us. We contributed 63 per cent of goods to their total imports. It is expected the 1948 and 1949 figures will show a decline bacause the Latin-Americans have less dollars, and there are more goods available from Europe. Mr. Wythe points out that Latin-America supplies now the major part of the world's supply of any important industrial oils. He points out the various countries on the Southern Hemisphere are actively developing resources to supply a large number of essential oils.

U.S. SWAMPED WITH EUROPE'S EXCESS

From the private sources of ECA the word comes that Europe's recovery has been so successful under our Marshall Plan that the great surplus of products Over There, which cannot be used by Europeans, threatens to flood our own country disastrously because there is no other place where the fruit of ECA may go. It is reported that France, Belgium, and Italy have reverted to pre-war levels of production. This is reported especially true of the "luxury industries," perfume, lace, and fine textiles. We are told French perfume is coming forth in astonishing quantities.

Miss Eva D. Schutrump, and Stanley Picker, of the Consumers Branch in the OIT, Department of Commerce, have recently issued an interesting report on export trends in toilet preparations during 1948. Exports of toilet preparations to 96 markets abroad totalled for the year $14,360,170. This was 47 per cent less than in 1947, but 2⅓ times more than in 1938. Decline in trade with India cost the toilet preparations industry $6,000,000 in exports. Dollar scarcity also contributed to the decline. There were 15 separate classifications, of which seven were well above a million dollars in export: dentifrices, top item, dropped 43 per cent, of which decreased shipments to India accounted for 42 per cent. Hair preparations, second, dropped 35 per cent, India and the United Kingdom being responsible for more than half the decrease. Canada bought four times more in 1948, and Venezuela bought 33⅓ per cent more. Most of the hair preparations went to the Philippines, with a decline of 5 per cent. Talcum powder went down 61 per cent, most of the slump being due to the cessation of shipments to India. Face and compact powder was down 14 per cent, creams, lotions, and balms, down 40 per cent, all due to the loss of the Indian market. Lipsticks decreased 32, most of the drop due to dwindling of Mexican demand. Perfumes and toilet waters went off 41 per cent, again due to reduced shipments to India, South Africa, Mexico, and Venezuela.

The study showed that Central America and the Caribbean area, together with African markets increased their participation in American exports, while all other areas on the globe bought less. The British increased their restrictions on imports of toilet preparations into all sterling areas. Miss Schutrump, and her associate, Stanley Picker, think those firms which have factories in the British Commonwealth or in areas such as Mexico, Cuba, Brazil, and the Argentine, will be able to promote the sale of United States brands locally and retain the prestige and goodwill for United States products gained through popular acceptance in war years.

They also issued a report on exports of soap in 1948, which totalled $11,561,885, reaching 104 markets, even though the total declined 31.2 per cent in contrast to the business of 1947. They point out foreign producers had freer access to raw materials while allocations of fats and oils in the United States were restricted. Exports of toilet and medicated soaps totalled $6,010,517, only 3 per cent below the previous year. Export of shaving creams, cakes, powders and sticks was moderate. Over half of the total of all soap exports went to Canada, the Philippines, and to the Soviets, the latter taking $1,209,800 worth of merchandise. Recent OIT report reveals export licenses for shipments of fats and oils during the first quarter of 1949 totalled 640,000,000 pounds, of which 110,000,000 pounds went to Germany and Austria.

Total imports of spices in 1948, amounting to 101,700,000 pounds, were 20 per cent below pre-war annual imports of 127,200,000 pounds. . . . Principal reason for the general decline, according to the Department of Commerce, rests in the decline in per capita consumption due to changes in American consumer habits brought about by the relative scarcity of most major spices during the war, also due to a growing preference for blander and less highly spiced foods, and the continuing world shortage of pepper.

There has been a specially striking decline in the demand for cinnamon and cassia. Caraway, poppy, and mustard seeds were below prewar levels in demand, while celery, cummin, and fenugreek seeds as well as turmeric and ginger root were substantially above prewar levels in demand. Pepper shortage is attributed to the political conditions in Indonesia. India cannot take up the slack, although it is producing a large volume of pepper.

ECA has supplied Italy with two late-model helicopter planes to use to combat the dacus fly plague

From California the Department of Agriculture brings the report that due to some disease, oranges are smaller, running 327 to a standard crate instead of the usual average of 220. Florida has recently organized an orange growers' exchange, obviously modelled after the institution in California. The concentrators alone have used 14 per cent of the Florida orange crop this year, which is estimated at 70,000,000 boxes.

The Senate will shortly come to grips with the effort to repeal the excise taxes. There is much hope that the excises either will be repealed or reduced. It is planned to reduce the excises on toilet preparations from 20 per cent to 10 per cent. The fight is led by Senator Ed Johnson of Colorado. He will welcome any support offered. There has been particular attention to the fact that such essentials as baby oils and powders still are rated as luxuries and must pay 20 per cent excise. The tax is extremely unpopular with the few women who are aware of the situation. They do not regard baby powder and baby oil as a luxury.

Hints for Improving Production

New equipment developments combined with improved production offer a means of cutting costs. . . . Industry must employ workers over 45 years of age or government is likely to assume the task. . . . New and improved equipment

WITH net profits of most companies generally down sources where costs may be cut are being scrutinized. One of the sources where economies may be effected is the manufacturing department. New equipment developments combined with improved production offer a means of cutting costs there because as efficiency goes up, costs go down.

In the recent transition period the old idea of production at any cost had to give way to production on a sounder basis. That is all to the good. Even concerns which never thought of doing so before made time and motion studies of all manufacturing operations. Studies of means to eliminate noise which definitely hastens the fatigue of the worker and of methods to improve lighting which contributes much to the efficiency of the worker are even now receiving much attention as well as other factors such as streamlining equipment to cut down time consuming leaks.

But the advances made in the newer and more efficient equipment and auxiliary equipment offer on the whole probably the surest means of cutting production costs in the most substantial way. This equipment may cost a little more but when a manufacturer buys it it must be remembered he isn't buying so much steel or stainless steel or brass or bronze; he is really buying the brains of the equipment manufacturer and his engineering staff. Although the price of such equipment may sometimes appear high it is definitely not an expense but an investment in labor saving and in improved products.

A Chance for Men Over 45

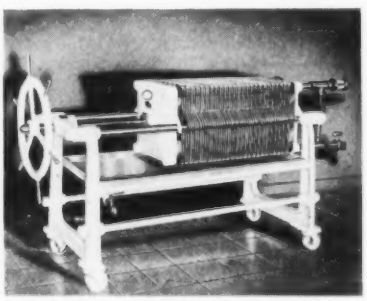
The erroneous belief that men over 45 years of age have no more work left in them is one of the grave ills of industry. It has been pointed out that there is need for a permanent citizens' committee to educate employers to the need of increasing employment opportunities for men in middle age. The problem of what to do with the no-longer-young worker will become more acute with the years. Our population is growing older and must support itself longer. In 30 years over half of the nation's citizens will be over 45 years old and 15 per cent will be more than 65 years old. Unless industry finds employment for them the state will have to do so; and very few want that.

Sonic Energy for Emulsions

Numerous potentially profitable uses for the Model U-4 Sonic Generator are suggested by the Ultrasonic Corp. such as emulsion forming and breaking, killing bacteria, etc. It is a new tool for laboratory, pilot plant and production use; and is the first high intensity sound generator for gas phase use. Sonic equipment, it is pointed out, often permits more economical and better material processing than older conventional processes. Sonic energy may be used for difficult dust, fume and mist collection problems. These high intensity sound waves effect agglomeration of extremely fine particles in a gas stream. Aggregates thus built up may then be efficiently collected by cyclones.

New Hard Rubber Filter

A new hard rubber filter believed to be the first of its type available to industry is announced by the Ertel Engineering Corp. Its purpose is to provide a complete circulatory passage of hard rubber and therefore prevent liquids from coming in contact with metals. It is said to be especially suitable for many chemicals where there is a tendency of the liquid to be spoiled by metallic pickup or where the liquids will attack metals. The Model EUR Hard Rubber



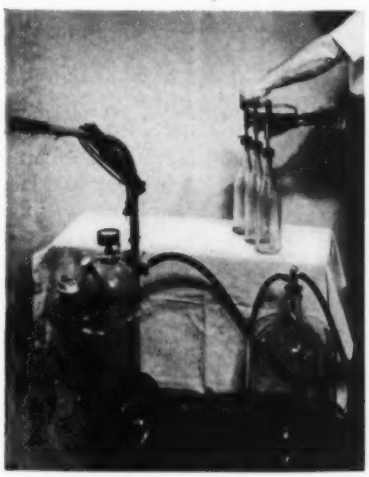
Safeguard against metallic pickup

Filter, as it is known, is available in sizes from a 10 disk model having 2350 sq. in. of filtering surface to a 100 disk model having ten times that filtering surface. Sheet size is identical to that used in similar bronze or stainless steel filters. Filtration capacities based on viscosity of water and filter sheet density range from 5

to 50 g.p.m. A single handwheel reduces loading and reloading time to a minimum. Prices of the filters are stated to be lower than similar units in stainless steel.

Portable Bottle Filler

A simple, portable, semi-automatic bottle filler for use in small plants and as mobile auxiliary



Semi-automatic Filler

equipment in large installations is offered by the Gus J. Schaffner Co. It includes a 3-spout adjustable filling handle, necessary tubing with overflow piece, ¼ hp motor and a two gallon overflow container. A simple adjustment of one screw at the top of each filling spout accommodates the filler to any size bottle in a few minutes, the makers point out. Continuous vacuum governs the flow of liquid so cracked bottles cannot be filled. All bottles, it is stated, are filled to a uniform, predetermined level. The wheeled motor is readily moved from place to place and may be attached to any 110 volt light socket. The average capacity for a capable operator is said to be 1360 pints per hour.

Temperature Crayons

An inexpensive and accurate way of determining industrial working temperatures with a mean accuracy of plus or minus one per cent of their Fahrenheit rating is afforded by Tempilstiks, crayons that tell temperatures, according to E. Machlett & Son. Their use, it is stated, does not require elaborate procedures, and may be entrusted to unskilled labor. The worker simply marks the workpiece with the proper tempilstik. When the mark melts the specified temperature has been reached. These crayons as well as pellets which serve the same purpose have a sharp and rapid melting action at predetermined temperatures. The crayons and pellets are available in 47 temperatures.

Slide Calculator

An easy to use slide calculator which quickly and easily corrects gallonages to net gallons at 60 deg. F. has been developed by C. M. Deets traffic manager of the Pennsylvania Refining Co. While the Penn Drake Calculator, as it is known, was originally designed for use primarily in the petroleum industry, it is also quite useful to manufacturers and marketers of cosmetics, chemicals, solvents and in any industry in which liquids are used. The principle embodied may be applied to any liquid having a constant coefficient of expansion. The calculator is constructed of a 4¼ x 9½ inch plastic jacket holding a heavy cardboard slide which extends beyond both ends for easy operation. Four different colored scales of gravity ranges are furnished on the one slide by use of counter current tables. The complete API gravity range of the calculator runs from 15.0 to 78.9 (specific gravity .6725 to .9659) and it comes with all four scales referred to. The device provides a simple method for figuring temperature adjustments. The slide rule principle is utilized as it offers a means of limitless gallonage range. The temperature range of 20 to 120 deg. F. covers normal unloading and storage conditions for the various fluids but may also be extended to cover those outside the published range. The calculators are sold for one dollar each.

Drum Dryer and Flaker

The new Stokes Model No. 214-A dryer and flaker made by the F. J. Stokes Machine Co. was especially designed for pilot plant use in food and chemical processing plants and laboratories. It may be used as a double drum dryer or double drum flaker or as a single drum dryer or flaker by separating the drums and rotating only one. It may also be used as a twin drum dryer or flaker by rotating the drums in the opposite direction and feeding from below.

Stainless Steel Beakers

A line of stainless steel beakers for laboratory use in the same dimensions as standard glass beakers is offered by the Metalsmith division of the Orange Roller Bearing Co.

Temperature-Humidity Cabinet

Temperature and humidity are held at constant levels by the Aire-Regulator cabinet according to the manufacturers Food Technology Inc. The operation is automatic and needs very little attention from the operator, the company states.

Drum Cradle Truck

The problem of low cost mixing and agitating of liquids, powders and various compounds from one gallon round cans up to 55 gallon drums is largely solved by the new, compact, portable, motorized drum cradle truck offered by the Morse



Mixer and Agitator

Manufacturing Co. A ½ hp. enclosed motor mounted under the truck frame is an integral part of the Rotator as it is known. Special idler rollers in various lengths with adjustable collars are furnished to rotate any size cylindrical containers. It is designed for factory production or experimental mixing and is stated to safely rotate up to 500 lbs. at various rpm.

NEW PRODUCTS AND PROCESSES

Portable Binding Equipment

General Binding Corp. is producing a new table outfit for plastic-binding presentations, catalogs, price-lists, swatches, etc. It is stated that no special skills are required to operate the equipment and that anyone can punch and bind an average booklet or presentation in less than a minute. When it is necessary to add or remove pages, special punching dies to "slot-punch" the sheets are offered. Sheets handled in this manner can be added anywhere in the book without opening the rings. Bindings are available in many colors and diameters. They may be cut to desired length with ordinary scissors. The unit consists of two table-model machines; one to punch rectangular holes, and the other to hold the rings of the plastic binding open.

Seamless Capsules

A new brand of seamless capsules containing room deodorants or bath oils has the advantage of dissolving almost instantly in either hot or lukewarm water, according to W. L. Norris Co., distributor. The unique quick-dissolving feature of the new capsules is made possible by their unusual construction. As a result of their seamless structure, the gelatin wall is extremely thin, and dissolves readily in even tepid water. When used in purifying the air in a room, the dissolved capsules may be dispersed by spraying, by evaporations, or by electric blower. Both the deodorant and the bath oil capsules come in a wide variety of perfumes, including lilac, orange blossom, lavender, pine needle, apple blossom and rose-geranium.

Standard Soiled Fabric

Foster D. Snell, Inc., New York, N.Y., announces the availability of Standard PSC Soiled Cotton fabric, prepared by a group at Pennsylvania State College. This is a "reagent" for measurement of detergency on which there is 25-year experience background. The swatches are 5 × 12 inches, and conform to a standard of the National Bureau of Standards as to desirable size, to permit the four fold-overs for reading in a refractometer. A bulletin is available.

Massage Table

D-J Industries has announced the D-J Automatic Massage Table, a patented appliance that effectively



replaces manual massage. The operating part of the table consists of 224 soft rubber rollers which oper-



Massage Table

ate in rotation in groups on the body. The rollers are powered by a 1/3 horsepower, and give a continuous and uninterrupted massage to the body. The tables are immediately available.

Tetrahydrophthalic Anhydride

The Farchan Research Laboratories announce the pilot plant scale production of tetrahydrophthalic anhydride (4-cyclohexene-1,2-dicarboxylic anhydride). This active olefinic dicarboxylic anhydride is a versatile compound and lends itself to the formation of esters, and as intermediate in the manufacture of aromatics, dyestuffs, etc. The esters of this compound are potentially valuable plasticizing agents, insecticides and as detergents on sulfonations. Additional information may be obtained by writing for Data Sheet D-1.

Organic Sulfur Compounds

The National Bureau of Standards is now making available high-purity standard samples of organic sulfur compounds to interested laboratories. The compounds are prepared, under the sponsorship of the American Petroleum Institute, by the Bureau of Mines of the U.S. Department of Interior.

New Catalogs

E. M. Laning Co., Irvington, N.J., has issued a new wholesale price list. Subjects covered are: Absolute French Perfume Bases, Perfume and Toilet Water Bases, Powder and Cream Oils, Combined Perfume Oil and Color for Brilliantine and Hair Oil, for Bath Salts, for Disinfectant, Insecticide, Boat and Theatre Sprays, Water Soluble Perfume Oils and Flavors. Free copies are available.

Dodge & Olcott, Inc., New York, N.Y. has issued a 44-page catalog covering essential oils, aromatic chemicals, perfume bases, vanilla and flavoring bases for the drug, food, confectionery, perfumery and soap industries. Copies may be obtained without charge.

The Hinde & Dauch Paper Co. has just published booklet No. 10 of its Packaging Library series. The title, "How to Select Vending Displays That Increase Sales," is a summary of the contents. The booklet shows photographs of many successful displays for national accounts. Copies will be mailed without charge on request.

THE ROUND TABLE –

Florida Supreme Court Kills Fair Trade Act

In a six-to-one decision, the Florida Supreme Court invalidated that State's fair trade law. The court appeared to base its decision on the interpretation that the law represented a misues of the State's police power.

The suit upon which the ruling was based was Webb's City, Inc. (St. Petersburg) vs. Liquor Stores, Inc.

The constitutionality of the act appears to be unimpared.

Rene Forster Co. Sales Representative for Edwin Seebach Co.

By mutual agreement the Edwin Seebach Co., 912-920 Broadway, New York, N. Y. has appointed the Rene Forster Co. Inc. as its sole North American sales representative for the promotion of the Seebach perfume compounds and specialties. The Rene Forster Co. Inc. will continue to handle aromatic chemicals, essential and natural oils independently under it's own firm's name. Beginning May 1 the Rene Forster Co. took up quarters at the above address.

Prices of Floral Products Will Advance Jean Maubert Reports

Jean Maubert, director commerciale of P. Robertet & Cie., Grasse, France, who arrived on the Queen Elizabeth, March 23, for a ten-weeks stay in this country, in an analysis of the natural floral products situation abroad, declared that prices of floral oils are bound to rise in an orderly way until they are on a basis that will permit the flower growers in France to cover their expenses. P. Robertet & Cie., he added, will exert every effort to keep prices down in common with other leading concerns in Grasse.

They are working through G.I.F.P.A., a committee composed of Grasse houses and growers, which is making a determined effort to bring about the most favorable con-



Jean Maubert

ditions for the orderly development of the floral products industry. While it is a little early to make predictions as to crops it appears that the jasmin harvest this year will be greater than that of last year.

Practically all of Mr. Maubert's



Shaw Mudge

time while in this country is being spent at the offices of the American company, P. Robertet, Inc., 125 East 23 St., New York, N.Y., in conference with Shaw Mudge, manager of the company. Mr. Maubert was well satisfied with the growth and progress made by the New York company since its establishment and is confident that the coming years will show a steady increase in its service to American manufacturers. Mr. Maubert expects to return to France early in June.

Tax Reduction in Canada Not Apparent to Customer

Tax reduction on cosmetics and toilet preparations in Canada from 25 per cent to 10 per cent apparently will not be felt this Spring.

"Prices will not come down generally," said Ted Jackson, president of the Canadian Toilet Goods Manufacturers' Association. "The Association welcomes the cut in taxation, but as manufacturers have not increased their prices since the war started, it is difficult for them to reduce prices in view of the increased cost of materials since 1939. The tax reduction is going to relieve the burden the manufacturers have been carrying since the war. Probably all of them will retain the reduction to cover their increased costs.

Bennett Elected Board Chairman of Dow Chemical

A shifting of executive personnel took place in Dow Chemical Co., Midland, Mich., last month, as a result of the accidental death of Dr. Willard H. Dow.

The directors elected Earl W. Bennett, chairman of the Board, and Leland I. Doan, president. A. P. Beutel and Russel L. Curtis were given newly created posts as vice-presidents. Dr. Mark E. Putnam was named general manager and a member of the executive committee. Previous to his death, Dr. Dow had served as chairman of the Board, president and general manager.

Calvin Campbell, survivor of the plane crash which killed Dr. Dow was made secretary. Carl A. Gerstecker has been made treasurer.



Edgar S. Bellis, president of National Association of Retail Druggists and Seymour B. Jeffries, coordinator of new Drugs and Cosmetic Course, in lively discussion. Mr. Bellis appeared as guest lecturer at the opening of the course, held at City College Midtown Business Center.

SCC Announces Program for Semi-Annual Meeting

The following program has been arranged for the semi-annual technical meeting to be held by the Society of Cosmetic Chemists at the Hotel Biltmore, New York, N.Y., May 20: Shampoo Formulation, H. W. Zussman; Deodorant Properties of an Alkyl Aryl Sodium Sulfonate, Lawrence Flett; Surface Active Agents in the Cosmetic Industry, Foster Dee Snell and Irving Reich; Cosmetic Functions of Synthetic Detergents, Anthony M. Schwartz; Practical Aspects of Emulsion Formulation, I. R. Hollenberg; The Influence of Some Aromatic Chemicals and Essential Oils on the Stability of Cosmetic Emulsions, S. A. Karas; Measuring Odors in the Cosmetic Industry, Louis C. Barail; A Simplified Method for Determining the Approximate Bacteriostatic Potency of Chemicals, Arthur Cade; and Cosmetics from a Medical Viewpoint, Austin Smith.

This interesting program will undoubtedly assure a large attendance of the meeting.

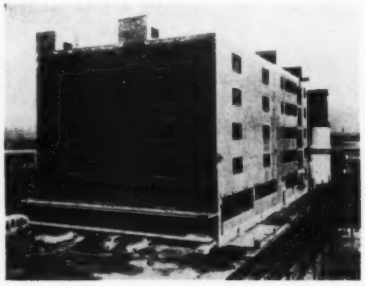
Good Program Slated for TGA Meeting

The 14th Annual Meeting of the Toilet Goods Association, Inc., is to be held at the Hotel Waldorf-Astoria, New York, N.Y., May 17-19.

Aside from reports by the president, executive vice-president, counsel and director of research and standards, reports will pe made on the Use and Marketing of Perfume Products, and on the Association's Activities Regarding the 20 Per Cent Excise Tax.

Talks will be given on: What Makes Women Buy, Harry Singer; The Washington Scene and the Toilet Goods Industry, Wallace Werble; and A Reporter and Friend Reviews the Industry and Its Future, F. V. Sinclair.

The Scientific Meeting, to be held May 19, has the following papers scheduled: Use of Drugs in Cosmetics, Dr. Erwin Di Cyan; The Aging and Stability of Essential Oils and Aromatic Chemicals in Soaps and Cosmetics, R. J. Huttleston; Identification of Certain Coal Tar Colors used in Cosmetics, Kenneth A. Freeman; Odor and Olfaction, Paul G. Lauffer; On the Structure and Synthesis of Irone, Dr. Yves-Rene Naves (to be read by title only); Olfactory Evaluation of Aromatic Raw Materials, Samuel Klein; Beneficial and Adverse Effects of Soaps upon the Skin as Determined by Repeated Exposure Tests, Dr. John A. Killian; A Discussion of Control Systems. A laboratory Viewpoint, P.C. Wieseman; and By-product Distilled Citrus Oil, Saul A. Bell.



New resin plant of U.S. Industrial Chemicals, Inc., at Newark, N.J., houses the latest in processing equipment, and the largest and most complete warehousing facilities of any U.S.I. resin plant to date.

Carbide and Carbon Sets Up New Sales District

Paul J. Doyle, Jr., who has been in charge of the Houston office of Carbide and Carbon Chemicals Corp., New York, N.Y., since 1947 has been appointed district manager for the entire Texas area. Because of the rapid growth of the chemicals industry in Texas, a separate sales district has been organized to serve this territory exclusively. Headquarters will be at 804 Travis St., Houston, Texas. The Houston office was previously a part of the St. Louis District.



Shown above are Leroy Reardon, agent for Terrell Perfumes, Reta Terrell, Mrs. Letetia Aulick and St. John Terrell. Miss Terrell sailed recently to become "Perfumer to the Sultan of Morocco," the first American to be honored with such an appointment.

Naugatuck Moves Chicago Office

The Chicago office of Naugatuck Aromatics Division of the United States Rubber Co., has been moved from 14 North Franklin St., to 701 South LaSalle St., Chicago 5, Ill., according to Bruno T. Grabowski, branch manager. The telephone number is Webster 9-7688.

McPherrin to Speak on Socialized Medicine

Socialized medicine, as he saw it on his recent trip to England, is to be the subject of a talk by John W. McPherrin at the Spring Luncheon Meeting of the Drug, Chemical & Allied Trades Section of the New York Board of Trade. It will be held at the Hotel Astor on June 23. Robert Magnus, chairman, will preside.

Warren Johnson Elected Chairman of Boston BIMS

Warren E. Johnson, of U.S. Industrial Chemicals, Inc., has been elected chairman of the BIMS of Boston. He succeeded M. M. Nourse, of Howe & French, Inc., who was made an honorary member. C. Ernest Ingham of Boston, was reappointed to the Executive Committee. E. E. Aldrich, of United Drug Co., was renamed to his perennial office of treasurer.

Three golf outings were announced. The first is to be May 19, Woodland Golf Club.

Ungerer & Co. Changes Staff

F. H. Ungerer, president of Ungerer and Co., New York, N.Y., since 1930, was elected Chairman of the Board at a meeting of the Board of Directors, April 11th, held at the Company's plant in Totowa, N.J. K. G. Voorhees, executive vice-president since 1933, was elected president and treasurer at the same meeting, during which a complete change of officer personnel was effected.

Other changes in management moved I. H. Budd from 2nd vice-president to 1st vice-president; H. B. Moore from 3rd vice-president to 2nd vice-president; W. H. Dunney, Jr. from secretary to 3rd vice-president; and W. A. Bush to secretary.

F. H. Ungerer joined the Company in 1896, three years after it was founded by his father. He was made a Director in 1901, president in 1930, and was assigned the additional title of treasurer in 1936. He and the new president, Mr. Voorhees, are responsible for the development of the Company's new modern Chemical Plant at Totowa, N.J. K. G. Voorhees, new president and treasurer, joined the fifty-six year old firm in 1932, and was elected executive vice-president in 1933. He became a Director in 1936 and was elected secretary six years later. Since his appointment as executive vice-president, he has been in charge of the trading for the Company, as well as engaging in the administrative work.

I. H. Budd has been in the essential oil field for over thirty-one years, and has been with Ungerer and Co. since 1935. He is also director of sales for the Company and is exceptionally well known in the essential oil business.

H. B. Moore, 2nd vice-president, has been with the Company for the past twenty-three years, as a sales representative and comptroller.

W. H. Dunney, Jr., a perfume chemist for over thirty-two years, has been with Ungerer and Co. for the past fourteen. He was elected secretary for the Company earlier this year. He is a member of the Society of American Perfumer and was instrumental in the organization of this Association.

W. A. Bush, a veteran of thirty years standing in the industry, has been with Ungerer and Co. for eleven years and is a familiar figure in the essential oil circles.



Fred Ungerer



K. G. Voorhees



I. H. Budd



H. B. Moore



W. H. Dunney, Jr.



W. A. Bush

Jacques Riedweg of Givaudan & Cie. Now in the U. S.

Jacques Riedweg of Givaudan & Ciel., Paris, recently arrived in this country for a stay of several weeks.



Jacques Riedweg

Mr. Riedweg, who is well-known to perfumery and cosmetic circles in this country, is here on his second trip since the close of the war, and is renewing his many friendships in the toiletries field in this country. Mr. Riedweg brings with him a thorough knowledge of the newest fashions, trends, and developments in the French perfume world.

Polak & Schwarz Offers Better Chicago Service

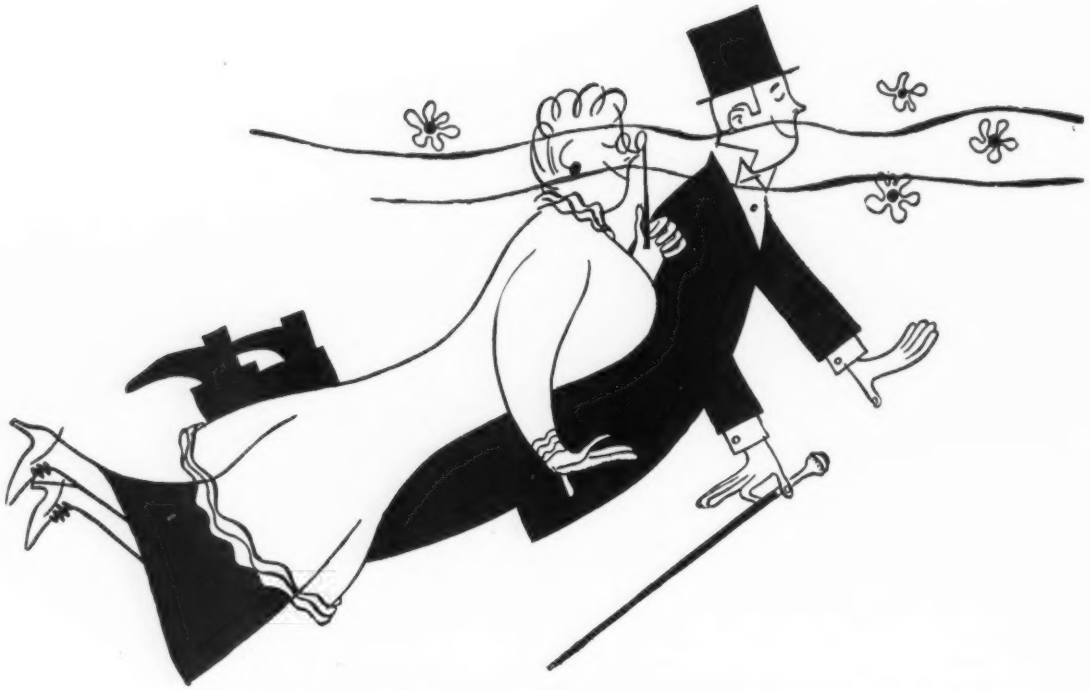
Polak & Schwarz, Inc., New York, N.Y. is pleased to announce the removal of its Chicago offices from 400 West Madison St., to 173 West Madison St., Chicago, Ill.

This new location affords the company larger office quarters and also permits it to effect speedier deliveries from Chicago stock, as warehouse facilities are now maintained at the same address.

Antoine Chiris Appoints A. C. Drury & Co.

Frederick E. Shoninger, president of Antoine Chiris Co., Inc., New York, N.Y., has announced that A.C. Drury & Co., Inc., 219 East North Water St., Chicago, Ill., has been appointed special representative for the Chiris concern.

A. C. Drury & Co., Inc., will represent the Chiris products, both imported from France and manufactured in America, in the Middle West territory, and thus will specialize in the Chiris essential oils, floral absolutes, as well as in the aromatic lines which Chiris is currently producing.



the Right Fragrance Attracts the Right People

That's why the selection of the *right* fragrance for a new product is of such great importance to the manufacturer—and to his sales manager.

If you have a troublesome perfuming problem why not consult with our chemists at Naugatuck Aromatics? These men have a wealth of experience in Basic Perfume Materials and Aromatic Chemicals, and they will be glad to work with you.

They can show you how to mask or denature unpleasant odors of raw materials. They can show you how to add an acceptable fragrance—or neutral tone—to your finished product.

Write, or call us—now!

NAUGAROMES—For various industrial and commercial uses
SOAPOLS —For bar, paste and liquid soaps
SHAMPAROMES—For liquid, cream and paste shampoos
MODERN BASES—For fine perfumes, colognes, toilet waters, toilet preparations, etc.
CREAM ODORS—For all types of creams and lotions.
MANUFACTURERS OF AROMATIC CHEMICALS—IMPORTERS OF ESSENTIAL OILS

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BRUNO COURT, S. A., GRASSE, FRANCE

Givaudan Creates New Flavor Corporation

The formation of Givaudan Flavors, Inc., a new corporation devoted exclusively to the production and sale of flavors, has been announced by Givaudan-Delawanna, Inc. The



Paul Adams

new affiliate will take over the activity of the flavor division of the company.

Givaudan Flavors, Inc., will be managed by Paul Adams who has been active in the flavor industry in America and Switzerland for a period of eighteen years.

According to Mr. Adams, the company will produce both true fruit and imitation flavors, as well as combinations of the two.

"The organization of Givaudan Flavors, Inc.," according to Mr. Adams, "will enable the company to concentrate its efforts exclusively on the scientific development, production, and marketing needs of the flavor industry, and will make it possible to create new flavors."

Executive and sales offices will be maintained at 330 West 42d St., New York, N.Y.

Conti Receives Brand Name Recognition

The 113-year-old Conti is one of the oldest brand names to receive a citation from the Brand Names Foundation. The citation was given Evelyn M. Corper, advertising manager of Conti Products Corp., at a luncheon given April 12, at the Waldorf-Astoria Hotel.

Elliott Appointed Schimmel Detroit Representative

Ralph J. Elliott has been appointed a Detroit representative by Schimmel & Co., Inc., New York, N.Y. Mr. Elliott's father established the Elliott Sales Service in Detroit around half a century ago. During a recent New York visit, Mr. Elliott was given a quick but thorough familiarization course on the products and services provided by the Schimmel organization.

Beauty Shop Owner Elected Mayor

Mrs. Marie Clark, owner of the Bronson Beauty Shop, was elected mayor of Bronson, Kan., April 6 when a Women's Party ticket won against a "do-nothing" male administration. She polled 44 votes against her nearest rival with 42 votes out of a population of 450.

Golf Outing Planned For Coming Season

Three golf outings are planned for the coming season in May, August, and September by the BIMS of Boston. The first of these will be held at the Woodland Golf Club in Auburndale, Mass., on May 19. Dates of the remaining two will be announced at a later date.

Henry Interdonati Joins George Uhe

Henry Interdonati has been named to head the chemical department of George Uhe Co. A lawyer and member of the New York Bar, Mr. Interdonati joined the chemical industry early in his career and never returned to his original calling. He has been active in the Salesmen's Association of the American Chemical Industry, and has been instrumental in revising its constitution and by-laws.

Cosmetic Credit Association to Meet May 25

On account of the meeting of the National Association of Credit Men in Atlantic City the May meeting of the Drug, Cosmetic & Chemist Men's Association has been changed from May 19 to May 25. At that meeting in addition to the usual business session plans for the annual Summer party will be discussed.

BIMS Announce Golf Schedule

The BIMS has announced golf dates for 1949. They are: Baltusrol, N.J., June 21; Winged Foot, N.Y., July 26; and North Hempstead, L.I., August 25.

Faricy to Speak at Board of Trade Luncheon

William T. Faricy is to be the guest of honor and sole speaker at a luncheon meeting of the New York Board of Trade, May 18, Wedgewood Room, Waldorf-Astoria Hotel, New York, N.Y. Mr. Faricy, president of the Association of American Railroads will speak on our private enterprise system.

NBBMA Convention

The 1949 National Beauty & Barber Manufacturers' Association is to hold its annual convention at the Palmer House, Chicago, Ill. September 10.



Testimonial dinner given by F. H. Leonhardt, president of Fritzsche Brothers, Inc., New York, N.Y., to Dr. Ernest Guenther and his collaborators on "The Essential Oils," April 19, at the New York Athletic Club. Seated (left to right) Mrs. F. H. Leonhardt, Mr. Leonhardt, Mary Neary, H. P. Wesemann, Catherine McGuire, D. A. Neary, G. A. Wohlfort, A. H. Hansen, Jr., and Elizabeth Adelmann. Standing are: Fred Leonhardt, Jr., Dr. Frances Sterrett, W. P. Leidy, John H. Montgomery, Mrs. John Baylis, Edward Langenau, Ann Blake Hencken, Dr. Guenther, Joseph A. Huisking, Dr. Darrell Althausen and R. W. Wilmer.

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Originators of New Perfume Tones

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FINE ESSENTIAL AND FLORAL OILS

AROMATIC CHEMICALS

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Exclusive Agents in the

UNITED STATES, CANADA
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CAMILLI, ALBERT & LALOUE, S. A.
GRASSE, FRANCE; AND
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Quartz Promoted by Innis, Speiden & Co.

Innis, Speiden & Co., New York, N.Y., has announced the appointment of Milton H. Quartz as assistant treasurer. Mr. Quartz has been credit manager for the firm for the past twelve years. He will continue in that capacity.



Milton H. Quartz

August Variety Store Fair for Chicago

Frank A. Scharlott, president, National Association of Variety Stores, Inc., has announced that his group will conduct the 9th Variety Store Merchandise Fair at the La Salle Hotel, Chicago, Ill., August 1-4.

Industry Executives Anticipate Western Packaging Exposition

Western industry executives are anticipating the 2nd Western Packaging Exposition and concurrent Conference on Packaging, Packing and Shipping, to be held at the Civic Auditorium, San Francisco, Calif., August 9-12. The first one, held last August, had 125 firms' products on exhibition, and was attended by 6,000 visiting executives.

Detergency Discussed at SCC Meeting

The well-attended April 5 meeting of the Chicago Chapter of the Society of Cosmetic Chemists heard a paper by Dr. William Colburn on The Theory and Mechanism of Detergent Action, as well as a paper by Herman J. White on The Evaluation of Synthetic Detergents.

The next meeting of the Chapter will be on June 14, place to be announced later.

F. Ritter Expanding in Canada

F. Ritter & Co., Los Angeles, Calif., has announced plans for the opening of two additional offices in Toronto and Montreal. Dr. Alexander Kats was recently elected president of F. Ritter & Co., Ltd., of Canada. Other officers are: Arthur Irish, vice-president; Leonard A. Katz, secretary; and Harold Irish, treasurer. The new offices were made necessary by the company's expanding business in Canada.



Dr. Alexander Katz

Quality ★ ★ ★

METAL CONTAINERS *and* CLOSURES

by

BRIDGEPORT

Vanities		*Powder Boxes*
Jar Caps	★	*Perfume Vial Cases and Caps*
Bottle Caps		*Lip Brushes*
Dry and Paste Rouge Cases		*Drawn Talc Containers*

Lipstick Containers—Swivel, Slide, Automatic

and

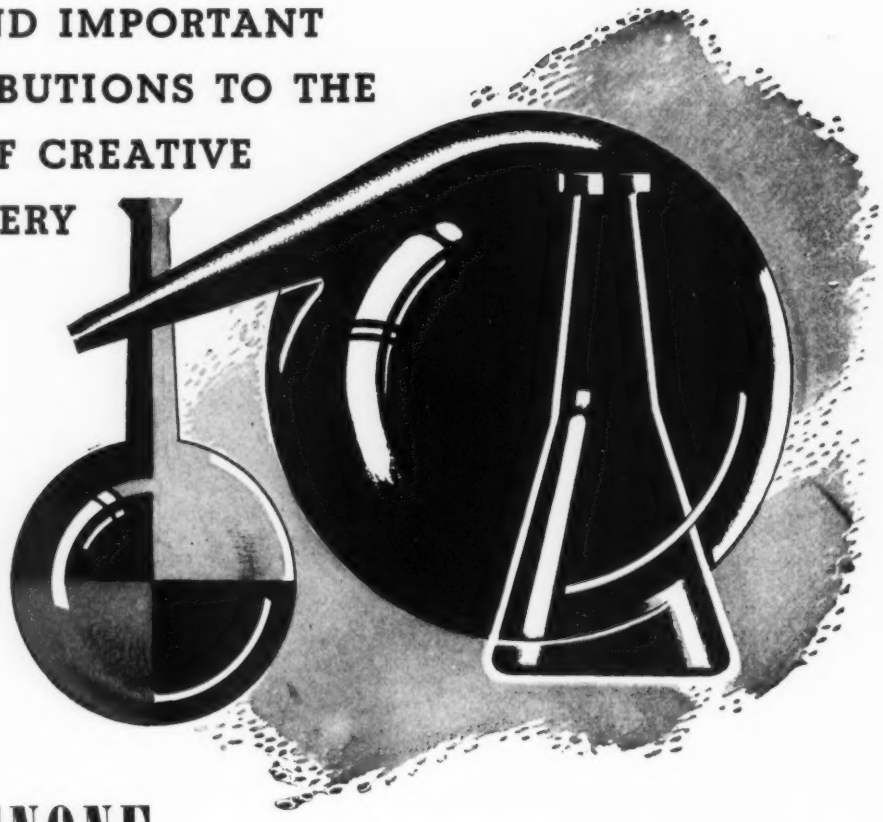
Other Special Metal Products for the Cosmetic Industry

THE BRIDGEPORT METAL GOODS MFG. CO.

BRIDGEPORT Established 1909 CONN.

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NEW AND IMPORTANT CONTRIBUTIONS TO THE FIELD OF CREATIVE PERFUMERY



GELSENONE

12.00 lb.

A NEW aromatic chemical with the true, waxy note of natural Jasmin. Recommended for use in all compounds where a fine Jasmin effect is desired. Suggested use 5%-10%. Extremely stable with important fixative qualities.

LEVANTONE

13.50 lb.

A NEW aromatic chemical of the sesquiterpene series, characterized by a rich, opulent, woody note of extraordinary tenacity. Levantone possesses the fragrant note of precious oriental woods, quite unlike santalol, vetiverol, etc., although it does blend well with these widely used aromatic products. For new distinctive effects in modern compositions use from 7%-12%.

FELTON Quality

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Aromatic Chemicals • Perfume Oils • Deodorizing Chemicals • Essential Oils

BRANCHES IN BOSTON • PHILADELPHIA • SAN FRANCISCO • LOS ANGELES • ST. LOUIS • CHICAGO • MONTREAL • TORONTO

Purely Personal

STANLEY PARK has returned to the George W. Luft Co., Long Island City, N.Y. as director of the European business and the British company.

R. N. W. HARRIS, the genius of the Toni organization which is a part of the Gillette Safety Razor Co., Boston, Mass. was the chief speaker at the May 3 meeting of New York sales executives.

HERB FARM SHOP presents a new Summer cologne available in Night Scented Stock, Royal Purple, No. 37 Audley, Green Moss, White Phlox and Lilac.

JOHN KENNEDY, Chairman of the Board of Rexall Drug Co. (Canada) sailed May 13, on the Queen Elizabeth, with his wife.

WHOLESALE DRUG SALES for February were 3 per cent over the like month of 1948. Sales for the first two months were up 2 per cent.

SCHIAPARELLI has added a lather cream, a brushless cream, and a new soap to the Snuff line.

NORTHAM WARREN, JR., has returned from his two-month trip to South America.

JOHN F. M. McCLURE is production manager in charge of sales and advertising for the Sofskin Co., subsidiary of Vick Chemical Co., New York, N.Y.

ELIZABETH ARDEN has named Colman, Prentis & Varley, Ltd., London, England, to handle all company advertising throughout the world.

LEE H. BRISTOL has been awarded a distinguished service medal by the School of Journalism of Syracuse University.

BRISTOL-MYERS CO. has announced 1948 sales of $45,307,000, the second largest volume of business in the company's history. Earnings were $2.94 per share on common stock.

ALBERT E. MULLEN, head of the Apli Division of Avon-Allied Products Inc., New York, N.Y. celebrated a quarter of a century of association with the organization he founded in 1924 as the American Perfumers Laboratories, Inc. The latter company was acquired by Avon-Allied Products Inc. over a decade ago and Mr. Mullen was put in charge of the Apli division as it was named. Under his skilled direction the division prospered and the outlook for the coming years continues bright.

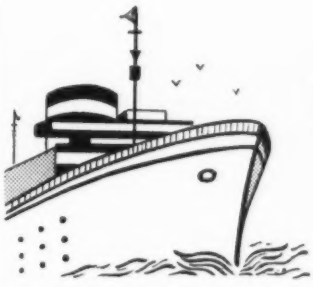
BEULAH NIEBUHR, director of the Educational and Sales Training Department, Dermetics, Inc., New York, N.Y., accepted an invitation to appear in Stockholm April 26 at a gathering of beauticians.

MARIA DANICA has been acquired by Union Specialty Co., Secaugus, N.J.

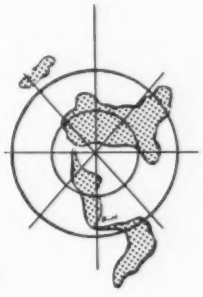
LESTER KLEMPNER has been made sales manager, New York Division, National Starch Products, Inc., New York, N.Y.

RETAIL DRUG SALES for the first two months of 1949 showed no change compared with 1948.

NORVIN H. RIESER, president of The Rieser Co., New York, N.Y., recently caught a 53-pound, seven-foot, white marlin from his schooner during his vacation in Florida.



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CHAPTER II—THE CHEMISTRY & FUNCTION OF ESSENTIAL OILS IN PLANT LIFE. By A. J. Haagen-Smit. The Chemistry of Essential Oils; The Origin of Essential Oils; The Function of Essential Oils in Plants.

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A. DISTILLATION OF ESSENTIAL OILS. Treatment of the Plant Material; General Methods of Distillation; Equipment for Distillation of Aromatic Plants; Practical Problems Connected with Essential Oil Distillation; Hydrodistillation of Plant Material at High and at Reduced Pressure, and with Superheated Steam, Field Distillation of Plant Material; Rectification and Fractionation of Essential Oils, Hydrodistillation of Essential Oils at High and Reduced Pressure, and with Superheated Steam.

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C. CONCENTRATED, TERPENELESS AND SESQUITERPENELESS ESSENTIAL OILS.

CHAPTER IV—THE EXAMINATION & ANALYSIS OF ESSENTIAL OILS, SYNTHETICS, AND ISOLATES. By Edward E. Langenau. Introduction; Sampling and Storage; Determination of Physical Properties; Special Tests and Procedures; Detection of Adulterants; A Procedure for the Investigation of the Chemical Constituents of an Essential Oil.

APPENDIX—Use of Essential Oils; Storage of Essential Oils; Tables of Boiling Points of Isolates and Synthetics of Reduced Pressure; Conversion Tables.

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These experts collaborated with Dr. Guenther in preparation of Volume I.

A. J. HAAGEN-SMIT, Ph.D., professor, Bioporganic Chemistry, California Institute of Technology, Pasadena, Calif.

EDWARD E. LANGENAU, B.S., Director of Analytical Laboratories, Fritzsche Brothers, Inc., New York, N.Y.

GEORGE URDANG, Ph.G., D.Sc. Nat., Sc.D., Director, American Institute of the History of Pharmacy, Madison, Wisc.

Succeeding volumes will be devoted to the individual oils, their chemical constituents, botanical and geographical origin, specific methods of production, physiochemical properties, assay and use.

The NATIONAL ASSOCIATION OF RETAIL DRUGGISTS has established a new Bureau of Education on Fair Trade, which has launched a three-year educational program on the subject.

PARK & TILFORD had gross net sales for 1948 of $53,887,861.

OLGA LEONARD has been appointed packaging expert by the Lackman-Novasel Paper Corp., New York, N.Y.

CORT-LIVINGSTON, INC., has appointed Gordon & Mottern as its advertising agency.

JOHNSON & JOHNSON has prepared a sound motion picture, "Sell – As Customers Like It."

OSCAR C. OLIN has been appointed president of Ferd Mulhens, Inc., New York, N.Y.

A. G. NICKSTADT, New York, N.Y. is in Europe visiting southern France and northern Italy for the purpose of establishing more intimate relations with the flower oil producing sections of Europe. He is expected to return early in June.

SCHIAPARELLI has reintroduced Eau de Sante, after an absence of five years.

MENNEN CO. recently opened a new plant and offices in Havana, Cuba.

MAGNUS, MABEE & REYNARD, INC., recently appointed Henry L. Day as representative in Missouri, Kansas, Colorado, Nebraska, Southwestern Illinois and Southeastern Wyoming.

The NATIONAL ASSOCIATION OF WHOLESALERS is in new quarters in the Ring Building, 18th and M Sts., N.W., Washington, D.C. Paul H. Bolton is executive vice-president of the Association.

DAGGETT & RAMSDELL is featuring its annual promotion of Perfect Deodorant Cream through May, June, July and August, at the special price of 69¢.

EDWARD F. HOKE, assistant traffic manager of the Wildroot Co., Inc., Buffalo, N.Y., has been elected president of the Traffic Managers Institute Alumni Association.

THE WOMAN PAYS, a feature article by Sally Young, ran in the April 17 issue of The American Weekly. Treating the 20 per cent excise tax, the feature is said to reach nearly 9,500,000 families.

OTTO ANKER-ANDRESEN, D.I.C., Oslo, Norway, arrived in the United States by airplane April 27 for a three weeks stay in the United States. He is technical director of Desmoineaux & Co. A. S. of Oslo, a concern manufacturing cosmetics and hair preparations. His company makes, he reports, about 75 per cent of the lipsticks made in Norway. The lipsticks are made in modern automatic water heated and water cooled molds, 72 at a time and the lipsticks are molded directly into the holders. The cosmetic business in Norway he stated is flourishing and much interest is manifested in American preparations.

JAMES A. NESS has been appointed vice-president in charge of plant operations of Mary Chess, Inc., New York, N.Y. Before joining Mary Chess, Mr. Ness was associated with La Cross, Revlon, Miner and Carter Products.

TIDE now has national distribution.

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Selected Book List

CONDENSED CHEMICAL DICTIONARY. *Compiled and edited by the Editorial Staff of the Chemical Engineering Catalog, under the editorial direction of Francis M. Turner.* Lists 18,000 chemicals and their synonyms, formulas, colors, properties, constants, specific gravities, melting and boiling points, solubility in water, ether and other solvents, preparation and ingredients, with process—indispensable for all who have occasion to work with chemical products or raw materials. 756 pp. $12.00 postpaid.

EMULSION TECHNOLOGY, THEORETICAL AND APPLIED. *A symposium* on the theory of emulsion, explaining viscosity, surface film, surface tension, solid particles, adsorption, hydration, oriented adsorption, oriented wedge and electro-kinetic theories and their contribution to various phenomena of emulsification. Special features: Anion Active Agents, Cation Active Agents, Non-Ionic Agents, and Miscellaneous Emulsifiers. List includes trade names, chemical composition, emulsion type, references, manufacturer, and recommended uses. Much data on methods of formation of practical emulsions. 360 pp. $6.50 postpaid.

THE ESSENTIAL OILS. VOL. I. *By Ernest Guenther.* Covers (1) The Origin and Development of the Essential Oil Industry; (2) The Chemistry and Function of Essential Oils in Plant Life; (3) The Products of Essential Oils: Methods of Distillation, Enfleurage, Maceration and Extraction with Volatile Solvents: (a) Distillation of Essential Oils, (b) Natural Flower Oils, (c) Concentrated, Terpenless and Sesquiterpenless Oils; (4) The Examination and Analysis of Essential Oils, Synthetics and Isolates. Indispensable for up-to-date information on the chemistry, production, and analysis of essential oils. 448 pp. $6.00 postpaid.

THE LAW OF FOODS, DRUGS & COSMETICS. *By Harry A. Toulmin, Jr.* Working manual of Official Government Regulations, FDA Trade Correspondence Rulings, Official Forms and Charts. Thorough analysis of the decisions relating to: False and Misleading Advertising, Unfair Competition and Misbranding, Informative Labeling. One large volume, 1460 pp. (Will be kept up-to-date with pocket supplements for modest additional charge). $17.50 postpaid.

INTRODUCTION TO EMULSIONS. *By George M. Sutheim.* Timely discussion of the principles, properties, methods of preparation and practical application of emulsions. Contains an extensive bibliography, and comprehensive list of emulsifying agents, the latter in table form, giving the trade names of emulsifying agents in current use, their chemical composition, the group to which they belong, the type of emulsion they help to produce, the pertinent bibliography and the manufacturer. 265 pp. $4.75 postpaid.

PERFUMES, COSMETICS and SOAPS. *By William A. Poucher.*
VOL. I—DICTIONARY. Every substance used in the manufacture of perfumes and cosmetics fully described. Vol. I puts at your command wide new resources for developing new products, and for effecting economies and improvements by choosing the best of all available materials. 440 pp. $8.00 postpaid.
VOL. II—PRODUCTION, MANUFACTURE AND APPLICATION OF PERFUMES OF ALL TYPES. New edition covers in full the methods of production of perfumes, their chemistry, odor analysis, selection for various purposes, and compounding from various materials. Complete monographs explain all the floral perfumes, giving the botanical varieties, the odor classification, the chemical composition, practical suggestions for compounding, and the best ingredients. Additional chapters give many new formulas for fancy perfumes and toilet waters. 426 pp. $8.00 postpaid.
VOL. III—TREATISE ON COSMETICS. The best of present-day cosmetics explaining in detail how to prepare them from commonly available materials by easily applied methods. Shows how to vary perfumes and colors to obtain any desired result; warns against specific causes of defective products. Each chapter covers the many varieties of a type of cosmetics, and is loaded with representative formulae. The most comprehensive book now available on cosmetics—indispensable to everyone in the field. 228 pp. $7.00 postpaid.

MARKETING DRUGS & COSMETICS. *By Louis Bader.* How to best introduce new products, how to get the most from advertising, how to arrange displays that sell by themselves, and a hundred other means to profitable merchandising. Directions for packaging, explaining the importance of size, shape, style, color, design and materials. Information on government regulations, price legislation, use of research sources and methods of finance. Details of trade practices, merchandising policies, discounts, sales plans, securing dealer cooperation, and ways to increase turnover and profits in the retail store. $5.00 postpaid.

MODERN COSMETICOLOGY. *By Ralph G. Harry.* Partial contents: Emulsions, Cleaning Creams, Milks and Lotions. Acid Creams, Face Packs and Masks, Mud Creams, Vanishing Creams, Powder Creams. Lubricating Creams. Astringents and Skin Tonics. Lipstick. Make-up. Face Powders. Sunburn and Suntan Preparations. Deodorants. Depilatories. Antitoxidants. Bath Preparations. Bath Oils and Emulsions. Foam Baths. Hand Creams and Lotions. Dental Preparations. Mouthwashes. Shaving Preparations. Hair Tonics and Lotions. Hair Creams and Fixatives. Permanent Waving Solutions. Hair Setting Lotions and Hair Lacquers. Hair Shampoos and Soapless Detergents. Manicure Preparations. Eye Lotions. Baby Preparations. Foot Preparations. Insect-Bite Preparations. Humectants. Acne Preparations. Coloring of Cosmetic and Toilet Preparations. 514 pp., illustrated. $12.00 postpaid.

MODERN COSMETICS. *By E. G. Thomssen.* Contents: Cosmetic Classification, Face Powder, Creams, Lotions, Deodorants, Bath Preparations, Make-up Preparations, Rouges, Eye Preparations, Lipsticks, Suntan Preparations, Hair Preparations, Hair Waving Preparations, Shaving Media, Dentifrices, Miscellaneous Cosmetics, Perfumes, Machinery and Equipment for Cosmetics, Packaging Equipment Layout, Layout of Cosmetic Factory. 644 pp. $8.00 postpaid.

NATURAL PERFUME MATERIALS. *By Y. R. Naves and G. Mazuyer.* Describes the raw materials used in the extraction, choice, purification and recovery of volatile solvents; the preparation of tinctures and infusions; the treatment of concretes; resins and balsams; the extraction of the aromas of fruits and distilled flower waters; the manufacture of pomade and perfumed oils by the use of vegetable and animal fats and mineral oils, properly chosen and prepared; the processes of digestion and enfleurage on solid and liquid absorbents; and the extraction of decolorized absolutes and pomades from the diffused products. Contains much information on the chemical composition and analytical examination of extraction products; and descriptions of plant and raw materials that are subjected to extraction. 355 pp., illustrated. $6.75 postpaid.

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DANIEL BEYER son of Fred J. Beyer executive vice president of P. R. Dreyer Inc. New York, N.Y. will be incapacitated until the first of June due to a gall bladder operation.

Obituary

Ralph W. Bush

Ralph W. Bush, who was actively associated with Dodge & Olcott, Inc. for 59 years, died April 21 at his home in North Hackensack, N.J., at the age of 76 years.

Mr. Bush started working for the company at the age of 15 as an errand boy during a summer vacation. He liked the work so well that he decided not to return to school. Eventually he showed such aptitude in judging the merits of essential oils, and later of aromatic chemicals, that he was given charge of a whole floor in the company's old building in William St., N.Y. After Dodge & Olcott moved to Fulton St. he assumed more responsibility and was appointed general manager in March 1926. In 1938 he became a vice president and acted in that capacity for two years. Thereafter he became secretary of the company and remained in that status until his retirement September 30, 1947.

Mr. Bush always took an unusual interest in the development of new lines, whether in connection with flavors, perfumery materials or insecticides. Even when he was well past the proverbial three score years and ten his interest and enthusiasm never waned. Just as characteristic



R. W. Bush

of Mr. Bush were his complete loyalty and deep affection for D & O. He always put his employers' interest first and his own second. His integrity was unquestioned and he knew many of the confidential details of the business which are usually shared only by partners and top officers.

Mr. Bush for many years served with the late Dr. Francis D. Dodge on the Scientific Committee of the Essential Oil Association which worked with the Committee on Revision of the U.S.P. He also attended the meetings of the Flavoring Extract Manufacturers' Association, the Toilet Goods Association and other Associations allied with the essential oil industry. He was much respected by all who came in contact with him.

He paid his last visit to the office about ten days before he died and enjoyed on that occasion talking over old times. Although he had obviously failed physically during the past six months, his death was a shock to the employees of Dodge & Olcott.

Mr. Bush was a member of the Jr. O U A M and the Rotary Club of River Edge, N.J. Both organizations paid their final respects to him on April 24th in Hackensack. Also the River Edge fire department, of which his son is an active member, took part in the funeral services. He was buried April 25th. He is survived by his widow, two sons, Willis R. and Edgar, and two sisters. When he celebrated his golden wedding anniversary four years ago, every member of the original wedding party was present.

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MARKET REPORT

Buyers Are Inventory Conscious

THE expected upturn in the demand for essential oils and specialties with beverage manufacturers and confectioners is developing but the upturn is gradual at best. The conservative attitude on the part of flavoring extract manufacturers, confectioners, pharmaceutical manufacturers, perfumers and other buyers is attributed to reduced consumer sales of finished products.

With most oils and closely related articles at the lowest levels since the war, price can no longer be considered a major factor in influencing future purchases, it is pointed out. Buyers in virtually all consuming lines are inventory conscious and it is generally believed that they will continue their cautious policy until such time as the consumer demand improves.

Several old line houses are watching the situation closely. In previous periods of reduced demands and low prices there is naturally less incentive for growers and distillers to expand operations. After two or more years of declining prices it is generally feared a reduced output of many items will eventually be felt.

New crop influences served to carry mint oil prices to lower levels. However the stability of the industrial alcohol market indicated that prices on this basic item had about reached the bottom. From now on any additional price changes are likely to be upward, it is believed. Butyl alcohol and butyl acetate displayed an unsettled tone. There was considerable price shading in the market and it is indicated that both items might probably settle at around 12 cents per pound in tankcars.

Stearate prices were reduced 4 cents to 5 cents per pound. Some producers slashed their prices by the full amount while other makers made two separate reductions. The general readjustment in selling prices was in keeping with the downward trend in stearic acid. Import controls under War Food Order 63 were lifted on babassu nuts, kernels and oil, copra and coconut oil, palm nut kernels, palm kernel oil and rapeseed.

LANOLIN IN TIGHT SUPPLY

Faced with the smallest stockpile of wool since the civil war, lanolin, the grease obtained in the processing of raw wool, is in an exceedingly tight supply position. There are predictions in trade circles to the effect that the market may shortly go to 32 cents per pound. About 22,000,000 pounds of wool grease was recovered in 1947. Last year the recovery was considerably larger. Substantial quantities of imported lanolin have been arriving here in recent weeks. As an example, a total quantity of 11,617 barrels and 1,518 drums was imported into the United States since early March. Lanolin, purified and hydrated wool fat, is used in cosmetics, soaps, and toiletries.

No spectacular price developments were uncovered in the general group of aromatic chemicals over the past month. Some of the derivatives dependent upon a steady source of essential oils have shown a slightly easier trend but the overall position of the market was steady to firm. Eucalyptol was influenced in a minor degree by the continued weakness in eucalyptus. The cost of clove oil has been mounting for some time without being reflected in quotations on vanillin. Stability governed the situation in methyl salicylate under the influence of a reasonably steady demand for moderate quantities.

The attention of menthol importers was turned to incoming shipments in the face of reports from Brazil of another small production this year. Importers feared that a number of shippers would fall down on earlier commitments made for April-May shipments. The volume of imports in the next few weeks should have a marked influence upon the situation, it is believed. Only about 90 tons are expected to be produced in Brazil this year and because of conditions in China very little relief in the way of supplies from that country can be expected. Japan reports that it is able to obtain better prices for small amounts from European buyers.

Current glycerin prices are likely to remain in force for some time. Non-refiners were unable to obtain a premium of 1½ to 2 cents per pound for their holdings of crude material. On the basis of a 24½ cent tankcar price for refined material, large refiners were unable to pay more than 15¼ cents for any additional lots of soap lye, crude. Export inquiry for over 1,000 tons of crude was believed to be the reason for the firmer attitude of non-refiners regarding prices. As far as could be learned the export inquiries failed to develop into actual business.

The vanilla bean market was considerably upset here over the past month. A barter arrangement in Madagascar, low priced offerings of beans from France, and a limited demand here were factors largely responsible for the unsettled tone. First a lot of Bourbon beans to be shipped in exchange for textiles should arrive here momentarily. Under the barter arrangement a total of forty-one tons of vanilla beans is involved. The first shipment due to arrive from Madagascar consists of about twenty-four tons with an estimated value of about $200,000.

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Almond Bit, per lb.	4.50@	4.85
FFPA	4.50@	5.25
Sweet True	.85@	1.00
Apricot Kernel	.50@	.58
Amber, rectified	Nominal	
Angelica Root	150.00@	190.00
Anise, U. S. P.	.80@	1.00
Aspic (spike) Span.	1.00@	1.65
Avocado	1.10@	1.50
Bay	1.35@	2.50
Bergamot	4.00@	4.25
Artificial	2.10@	3.00
Birch, sweet	2.50@	7.50
Birchtar, crude	1.15@	1.35
Birchtar, rectified	4.00@	4.75
Bois de Rose	2.85@	3.05
Cade, U. S. P.	.40@	.65
Cajeput	2.00@	2.50
Calamus	20.00@	25.00
Camphor "white" dom.	.40@	.60
Cananga, native	2.55@	3.25
Rectified	3.00@	3.85
Caraway	5.00@	5.50
Cardamon	32.00@	36.00
Cassia, rectified, U. S. P.	1.90@	2.30
Cedar leaf	1.40@	1.70
U. S. P.	2.00@	2.25
Cedar wood	.45@	.60
Celery	14.00@	16.00
Chamomile Roman	250.00@	280.00
Cinnamon bark oil	35.00@	43.00
Citronella, Ceylon	.80@	1.00
Java	1.40@	1.75
Cloves, Zanzibar	1.20@	1.70
Coriander	32.00@	38.00
Imitation	8.50@	12.00
Croton	4.80@	5.25
Cumin	6.25@	6.75
Dillweed	8.00@	8.75
Erigeron	4.85@	5.25
Eucalyptus	.70@	1.00
Fennel, Sweet	2.85@	3.25
Geranium, Rose, Algerian	10.50@	12.00
Bourbon	10.00@	12.75
Turkish	6.50@	7.85
Ginger	12.00@	13.50
Guaiac (Wood)	1.90@	2.50
Hemlock	2.25@	3.00
Juniper Berry	3.00@	4.10
Laurel leaf	12.00@	15.00
Lavandin	1.55@	1.90
Lavender, French	2.40@	4.80
Lemon, Calif.	2.85@	3.00
Italian	2.95@	5.00
Lemongrass	1.75@	2.00
Limes, distilled	4.25@	4.90
Expressed	6.50@	10.00
Linalol	2.75@	3.10
Lovage	95.00	Nom'l
Marjoram	3.75@	4.80
Neroli, Bigarde P.	185.00@	200.00
Petale, extra	120.00@	165.00
Nutmeg	4.00@	4.75
Ocotea Cymbarum	.55@	.80
Olibanum	6.25@	10.50
Opopanax	30.00@	37.00
Orange, bitter	3.40@	3.85
Brazilian	.80@	1.25
Calif., exp.	.80@	1.75
Orris Root, abs. (oz.)	105.00@	125.00
Artificial	36.00	Nom'l
Pennyroyal, Amer.	3.25@	4.10
European	2.50@	3.00
Peppermint natural	6.00@	6.35
Redistilled	6.50@	6.85
Petitgrain	2.85@	3.50
Pimento Berry	4.50@	5.50
Pinus Sylvestris	2.50@	2.65
Pumillonis	3.25@	4.10
Rose, Bulgaria (oz.)	20.00@	45.00
Synthetic, lb.	10.80@	16.00
Rosemary, Spanish	.85@	1.10
Sage, Spanish	1.50@	2.00
Sage, Dalmation	2.85@	3.35
Sandalwood, N. F.	13.75@	14.50
Sassafras, artificial	.50@	.75
Snake root	18.75@	20.00
Spearmint	4.00@	4.75
Thyme, red	2.25@	3.00
White	2.40@	3.35
Valarian	30.00@	55.00
Vetivert, Haitian	10.75@	13.00
Bourbon	11.25@	15.00
Wintergreen	4.00@	12.00
Wormseed	3.25@	3.75
Ylang Ylang, Manila	38.00@	43.00
Bourbon	9.00@	11.00

(Continued on page 435)

Use

NORTHWESTERN ETHYL BUTYRATE

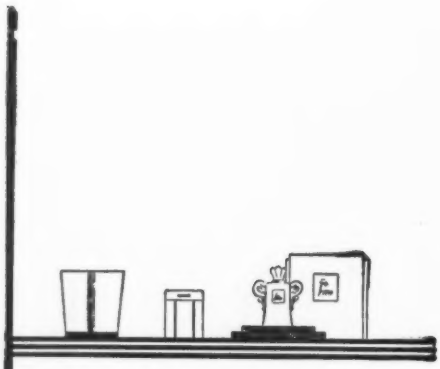
when this ester is called for in your formulae.

For many years more than half of the Ethyl Butyrate sold in this country has been manufactured by us — proof of the fine quality of our product.

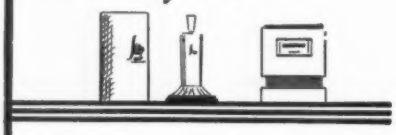
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The NORTHWESTERN CHEMICAL CO.

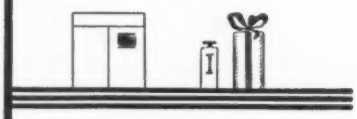
INCORPORATED 1882 WAUWATOSA, WISCONSIN



there is no finer



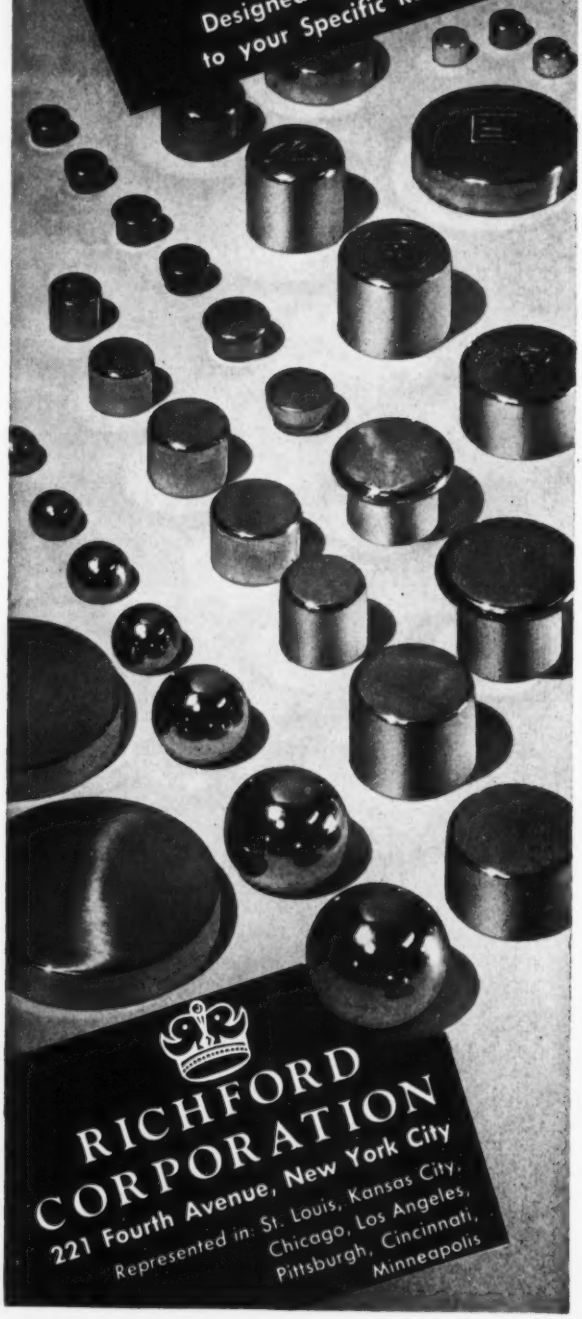
cosmetic container



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(Continued from page 433)

TERPENELESS OILS

Bergamot	9.00@	13.00
Grapefruit	65.00@	68.00
Lavender	7.25@	10.00
Lemon	30.00@	38.00
Lime, ex.	70.00@	75.00
Distilled	42.00@	45.00
Orange sweet	70.00@	98.00
Peppermint	11.60@	13.50
Petitgrain	6.00@	7.25
Spearmint	7.00@	8.60

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	1.90@	2.75
Acetaphenone	1.50@	1.75
Alcohol C 8	2.40@	3.00
C 9	14.00@	
C 10	2.40@	3.00
C 11	14.50@	
C 12	2.40@	2.85
Aldehyde C 8	9.50@	11.25
C 9	17.50@	19.00
C 10	7.00@	8.50
C 11	19.25@	22.00
C 12	12.50@	16.00
C 14 (Peach so-called)	7.00@	8.75
C 16 (Strawberry so-called)	7.25@	8.20
Amyl Acetate	.55@	.75
Amyl Butyrate	.85@	1.10
Amyl Propionate	1.00@	1.60
Amylcinnamic Aldehyde	2.55@	3.00
Amyl Formate	.95@	1.20
Amyl Phenyl Acetate	3.50@	4.00
Amyl Salicylate	.80@	1.00
Amyl Valerinate	1.75@	2.15
Anethol	.80@	.95
Anisic Aldehyde	2.50@	3.00
Benzophenone	1.35@	1.70
Benzyl Acetate	.60@	.75
Benzyl Alcohol	.80@	.90
Benzyl Benzoate	1.05@	1.20
Benzyl Butyrate	2.00@	2.25
Benzyl Cinnamate	3.35@	4.00
Benzyl Formate	2.00@	2.30
Benzyl-Iso-eugenol	9.00@	9.75
Benzyl Propionate	1.65@	2.15
Benzylidene Acetone	2.25@	2.75
Bromstyrol	5.75@	6.35
Butyl Acetate, normal	.16½@	.17½
Cinnamic Alcohol	3.00@	3.75
Cinnamic Aldehyde	1.15@	1.35
Cinnamyl Acetate	3.85@	4.90
Citral, C. P.	3.50@	3.75
Citronellol	3.40@	4.10
Citronellyl Acetate	3.95@	5.40
Coumarin	3.00@	3.25
Cuminic Aldehyde	7.75@	10.00
Diethylphthalate	.30@	.32
Dimethyl Anthranilate	5.00@	5.75
Ethyl Acetate	.28@	.35
Ethyl Benzoate	.75@	.90
Ethyl Butyrate	.70@	.85
Ethyl Capronate	3.40@	3.85
Ethyl Cinnamate	2.45@	2.80
Ethyl Formate	.65@	.75
Ethyl Propionate	.75@	1.00
Ethyl Salicylate	.85@	1.00
Ethyl Vanillin	6.75@	6.80
Eucalyptol	1.70@	2.25
Eugenol	2.00@	2.50
Geraniol, dom.	3.00@	3.75
Geranyl Acetate	2.75@	3.50
Geranyl Butyrate	5.75@	6.75
Geranyl Formate	5.60@	7.00
Guaiac Wood Acetate	6.00@	6.75
Heliotropin, dom.	3.00@	3.75
Hydrotropic Aldehyde	6.75@	7.25
Hydroxycitronellal	6.75@	8.50
Indol, C. P.	18.25@	20.00
Ionones		
Beta	8.25@	9.00
Methyl	5.35@	6.60
Iso-borneol	1.55@	1.70
Iso-butyl Acetate	1.00@	1.75
Iso-butyl Benzoate	1.35@	2.50
Iso-butyl Salicylate	2.15@	3.00
Iso-eugenol	3.35@	3.85
Iso-safrol	2.00@	2.80
Linalool	4.25@	7.00
Linalyl, Acetate 90%	4.10@	5.25
70%	3.85@	5.25
Linalyl Benzoate	10.50@	
Linalyl Formate	10.75@	12.00
Linalyl Propionate	9.50@	11.25
Menthol	8.60@	8.80
Methyl Acetophenone	1.35@	1.75
Methyl Anthranilate	2.40@	2.65
Methyl Cinnamate	1.60@	2.25
Methyl Benzoate	.60@	1.00
Methyl Heptenone	6.25@	7.00
Methyl Heptine Carbonate	45.00@	60.00
Methyl Naphthyl Ketone	3.25@	4.75
Methyl Phenylacetate	1.30@	1.85
Methyl Salicylate	.40@	.45
Musk Ambrette	5.65@	7.10
Ketone	4.95@	5.20
Xylene	1.75@	1.85
Neroline (ethyl ether)	2.00@	2.35
Paracresyl Acetate	2.15@	2.75
Paracresyl Methyl Ether	2.40@	3.00
Paracresyl Phenyl-acetate	4.75@	5.25
Phenylacetaldehyde 50%	2.75@	3.25
100%	4.10@	4.65
Phenylacetic Acid	1.65@	2.25
Phenylethyl Acetate	1.70@	2.50
Phenylethyl Alcohol	1.50@	1.80
Phenylethyl Anthranilate	16.00@	

(Continued on page 437)



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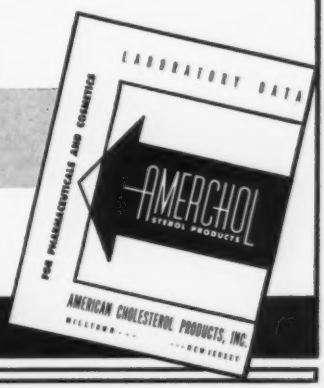
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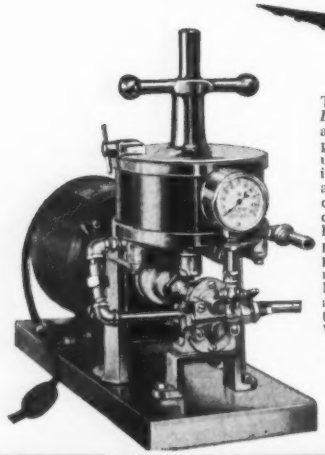
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(Continued from page 435)

Phenylethyl Butyrate	4.00@	4.80
Phenylethyl Propionate	3.65@	4.50
Phenylethyl Salicylate	4.60@	5.00
Phenylethyl Valerianate	6.25@	7.00
Phenylpropyl Acetate	4.50@	5.10
Safrol	.68@	.85
Scatol C. P. (oz.)	3.50@	4.10
Styrolyl Acetate	2.20@	3.00
Vanillin (clove oil)	4.00@	4.50
(guaiacol)	3.00@	3.05
Lignin	3.00@	3.05
Vetiver Acetate	30.00@	37.50
Violet Ketone Alpha	7.45@	10.50
Yara Yara (methyl ether)	2.15@	2.60

BEANS

Tonka Beans Surinam	.90@	1.00
Angostura	1.75@	1.80
Vanilla Beans		
Mexican, whole	4.25@	5.00
Mexican, cut	4.00@	4.65
Bourbon	4.00@	4.85
Tahati	3.00@	3.25

SUNDRIES AND DRUGS

Acetone	.09@	.14
Ambergris, ounce	8.50@	18.00
Balsam, Copaiba	.65@	.90
Peru	.90@	1.05
Beeswax, bleached, pure		
U. S. P.	.70@	.73
Yellow, refined	.61@	.63
Bismuth, subnitrate	2.30@	
Borax, crystals, carlot ton	61.25@	81.25
Boric Acid, U. S. P., ton	129.00@	133.50
Calcium, phosphate	.08@	.08¾
Phosphate, tri-basic	.0660@	.0730
Camphor pwd., domestic	.72@	.74
Castoreum, nat., cans	10.50@	12.50
Cetyl, Alcohol	1.55@	1.75
Chalk, precip. bags, clts	.02⅞@	.03
Cherry Laurel Water, jug, gal.	1.50@	2.00
Citric Acid	.24½@	.26½
Civet, ounce	5.50@	15.00
Cocoa, Butter, bulk	.42@	.45
Cyclohexanol (Hexalin)	.21½@	.22
Fuller's Earth, Mines ton	27.00@	30.00
Glycerin, C. P.	.24¾@	.25¼
Gum Arabic, white	.33@	.35
Amber	.12@	.13¾
Gum Benzoin, Siam	3.50@	3.85
Sumatra	.38@	.45
Gum Galbanum	.95@	1.00
Gum Myrrh	.38@	.42
Henna, pwd.	.25@	.27
Kaolin	.05@	.07
Labdanum	5.00@	7.00
Lanolin, hydrous	.24@	.26
Anhydrous	.28@	.30
Magnesium, carbonate	.11@	.12¼
Stearate	.35@	.37
Musk, ounce	25.00@	55.00
Olibanum, tears	.26@	.35
Siftings	.11@	.13
Orange Flower Water, gal.	1.75@	2.25
Orris Root, Italian	.24@	.35
Paraffin	.05¾@	.07¼
Peroxide (hydrogen U. S. P.) bbls.	.03¾@	.05
Petrolatum, white	.06¾@	.08⅜
Quince Seed	1.20@	1.50
Rice Starch	Nominal	
Rose flowers, pale	.40@	.50
Rose Water, jug (gal.)	2.25@	3.00
Rosin, M. per cwt.	6.60@	6.67
Salicylic Acid	.40@	.42
Saponin No. 1	2.45@	
Silicate, 40°, drums, works, 100 pounds	1.00@	1.35
Sodium Carb. 58% light, 100 pounds	1.60@	2.70
Hydroxide, 76% solid, 100 pounds	3.05@	4.20
Spermaceti	.41@	.43
Stearte Zinc U. S. P.	.34@	.36
Styrax	1.40@	1.85
Tartaric Acid	.34½@	.35
Tragacanth, No. 1	3.05@	3.65
Triethanolamine	.21½@	.22½
Violet Flowers	2.00	Nom'l
Zinc Oxide, U. S. P. bbls.	17½@	.17¾

OILS AND FATS

Castor cold-pressed tanks	.17@	
Cocoanut, crude, Atlantic ports, tanks	.14½@	
Corn, crude, Midwest, mill, tanks	.11¼@	
Corn Oil, refined, tanks	.14¾@	
Cottonseed, crude, tanks	.10¾@	.11
Grease, white	.04⅝@	
Lard, Chicago	.12@	.12¼
Lard Oil, common, No. 1 drums	.10¾@	.11¼
Palm drums	.19½@	.20
Peanut, refined, tanks	.16@	
Red Oil, single distilled drums	.12½@	.13½
Stearic Acid		
Triple Pressed	.16¾@	.17¾
Double Pressed	.14½@	.15½
Tallow, acidless, drums	.10@	.10½
Tallow, extra	.05@	
Whale oil, refined	Nominal	

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This Spermaceti should not be confused with inferior hydrogenated sperm oils which are sometimes offered as Spermaceti The Plymouth Brand is the finest which can be produced and is produced from Genuine Sperm Oil by the cold pressing method. It is a very white crystalline wax containing no free oil, has a very low Iodine number and is free of any offensive odors.

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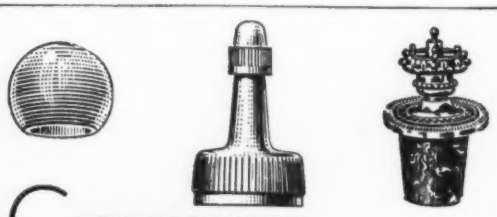
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INDEX TO ADVERTISERS

Alrose Chemical Co. ..... —
Alsop Engineering Corp. 436
American Cholesteral Products, Inc. 435
Aromatic Products, Inc. ..... —
Aroscent, Inc. ..... —
Atlas Powder Co. 356
Avon Allied Products, Inc. Facing p. 409

Bopf-Whittam Corp. ..... —
Bridgeport Metal Goods Mfg. Co. ... 423
Broder Industries 360
Bromund Co., E. A. ..... —
Bush & Co., Inc., W. J. 353, 427
Bush Aromatics, Inc. 432

California Fruit Growers Exchange . 368
Carbide & Carbon Chemicals Corp. . —
Carr-Lowrey Glass Co. 358
Chaleyer, Ph., Inc. ..... —
Chiris Co., Inc., Antoine 362
Classified Advertisements 438
Consolidated Fruit Jar Co. 438
Cosmetries, Inc. ..... —

Danco, Inc., Gerard J. 422
Dodge & Olcott, Inc. 371
Dow Chemical Co., The
Inside Back Cover
Dreyer, Inc., P. R. 375
Drury & Co., Inc., A. C. ..... —

Evans Chemetics, Inc. ..... —

Fairmount Chemical Co., Inc. 439
Farchan Research Laboratories .... —
Felton Chemical Co., Inc. 424
Fezandie & Sperrle, Inc. 439
Firmenich & Co. ..... Back Cover
Fleuroma, Inc. ..... —
Forster Co., Rene 439
French, Benjamin, Inc. 430

Fritzsche Brothers, Inc.
Insert between 368-369

Givaudan-Delawanna, Inc.
Insert between 408-409
Goldschmidt Corp., The 355

Hazel-Atlas Glass Co. ..... —
Heyden Chemical Corp. 367
Horn, John ..... —
Huxley-Westfried Corp. 425

Innis, Speiden & Company 363
Interstate Color Co. 440

Katz, Dr. Alexander & Co.—Essential Aromatics 378
Kenbury Glass Works 436
Klinker Mfg. Co., The 430
Kraft Foods Co. 369
Kranich Soap Co. 342
Krause, Richard M. ..... —

Laning, E. M. Co. 436
Lautier Fils, Inc. ..... —
Leeben Chemical Co., Inc. 408
Leonhard Wax Co., Inc., Theodor .. 436
Lueders & Co., George 354

Mack Molding Co. ..... —
Mandel Products Co. ..... —
Maryland Glass Corp. ..... Facing p. 408
Merck & Co., Inc. ..... —

National Aniline Division ..... —
Naugatuck Aromatics 420
Neumann Buslee & Wolfe, Inc. 439
New York Aromatics Corp. 436
Norda Essential Oil & Chemical Co., Inc. 384
Northwestern Chemical Co., The ... 433

Orbis Products Corp. ..... —
Owens-Illinois Glass Co. ..... —

Parento, Inc., Compagnie ..... —
Parsons, M. W. 437
Penick & Co., S. B. 357
Polak & Schwarz, Inc. 361

Richford Corp. 434
Ritter & Co., F. 378
Robert Inc., Henri ..... —
Robertet, Inc., P. ..... —
Roure-Dupont, Inc. 372

Schimmel & Co., Inc. 374
Scovill Manufacturing Co. 373
Sheffield Tube Corp. 382
Solvay Sales Div., Allied Chemical & Dye Corp. ..... —
Standard Cap & Moulding Co. ..... —
Standard Specialty & Tube Co. ..... —
Stanton Laboratories 370
Summit Chemical Products Corp. .. 365
Synfleur Scientific Laboratories, Inc. 380
Syntomatic Corp. 366

Tombarel Freres 364
Tombarel Products Corp. 364
Turner White Metal Co., Inc. ..... —

Ungerer & Co. ..... Inside Front Cover
Union Carbide & Carbon Corp. .... —
U. S. Industrial Chemicals, Inc.
Insert between 416-417

van Ameringen-Haebler, Inc. 376-377
Vanderbilt Co., Inc., R. T. 429
Verona Chemical Co. 359
Voss Corporation, Karl 434

Will & Baumer Candle Co., Inc. 438
Wirz, Inc., A. H. ..... Front Cover

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